FEBRUARY 1, 1960

THIRTY-FIVE CENTS

29TH YEAR

BROADCASTING

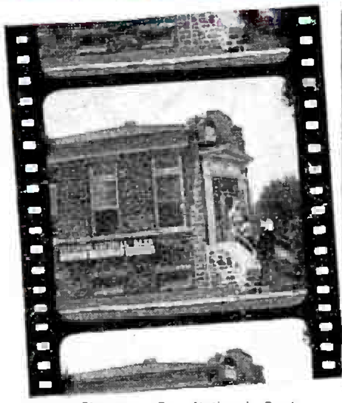
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE

INDEX PAGE 7

WGAL-TV *News*

reported from its entire coverage area



Elverson, Pa., National Bank held up at gun point by bandit

WGAL-TV newsman arrives at robbery scene same time as police

Detectives check bank for evidence, dust for fingerprints

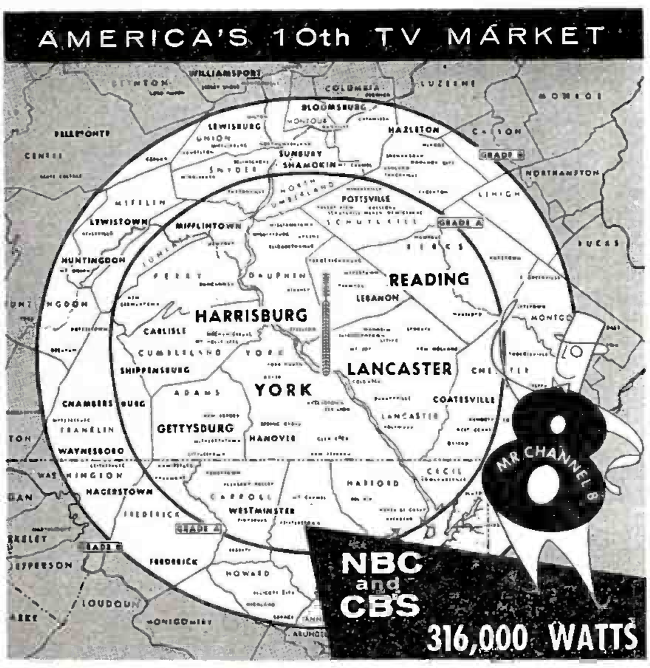
Eye-witness points out direction taken by fleeing bandit

Abandoned get-away car quickly located at edge of nearby woods

Woods are searched in effort to apprehend and capture bandit

In woods, posse finds part of money stolen from Elverson bank

Just two hours and bandit is apprehended and taken into custody



News events as exciting as the one shown above do not happen every day. However, an everyday occurrence is the prompt reporting of news whether in Elverson, Pa., or in any other city throughout the wide WGAL-TV coverage area. WGAL-TV provides broad news coverage as a public service to the hundreds of communities in its great market area.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

No smoke screens • Look for disappearance of medical claims from cigarette advertising. All major tobacco companies but one have agreed, after private conferences with Federal Trade Commission, not to base copy claims on medical angles. Exception is company which had never used such claims hence has told FTC there's no need for it to join agreement.

Whose policy? • It's open question whether NAB board approved association's change of historic stand against program surveillance by FCC—as revealed by President Fellows last week in testimony before FCC (story page 31). At NAB board meeting last December association's chief counsel, Douglas Anello, urged modification of association's long insistence on complete constitutional prohibition against FCC's reviewing programming. But minutes of meeting, as reviewed by board member last week, show no vote of any kind was taken on Mr. Anello's presentation.

NBC's station search • It looks like no deal on NBC's effort to acquire *San Francisco Chronicle's* ch. 4 KRON-TV as last phase of three-ply transaction involving its Philadelphia and Washington properties, as well as RKO General's WNAC-AM-FM-TV Boston [BROADCASTING, Jan. 25] but network now reportedly is actively in negotiation for San Francisco independent, ch. 2 KTVU (TV) owned by Pabst-Ingrim-Pauley group. P. A. (Buddy) Sugg, NBC executive vice president in charge of owned stations and spot sales, has been handling negotiations and returned last Wednesday from quick trip to West Coast.

While no formal comment was made, it's understood that Chronicle-*KRON's president, Charles D. Thieriot, rejected NBC offer of about $8 million, indicating no disposition to sell property, now affiliated with NBC. While negotiations are still in progress for ch. 2 station, NBC is understood also to be interested in possible "replacement" property in Pittsburgh, Detroit or Cleveland if San Francisco negotiations fail. NBC-RKO General transaction provides for even exchange of WRCV-AM-TV for WNAC-AM-FM-TV and contingent purchase by RKO of WRC-AM-FM-TV for $11.5 million. FCC was told that if NBC isn't able to acquire second station by April 2, its agreement with RKO General will expire.*

Spawning grounds • Popular sentiment for more public affairs programming on tv may create profitable new field for producers of these programs, as source of supply for networks as well as stations. Sign of trend seen in last week's announcement by originators of *Person to Person* who opened up A to Z Enterprises Inc. specializing in public affairs packages (see page 80). Present program packagers of entertainment shows would not be expected to switch to public affairs as long as they find markets for their entertainment product, reasoning goes. Independent stations could be hard put to produce sufficient quantities of own public affairs shows.

Spots per quarter • N. C. (Duke) Rorabaugh on May 15 will issue new quarterly spot tv report—at present for advertisers and agencies—which will include estimated spot tv expenditures (at one-time rate) by advertiser, brand and product categories. New report will cover first quarter of 1960, adds to Rorabaugh's spot tv schedule activities data to which stations and representatives subscribe, and gathering of spot tv gross billing figures (by advertisers quarterly, by brands annually) and spot tv gross billing for Television Bureau of Advertising.

Popularity poll • A. C. Nielsen Co. has been commissioned by "name" agency to conduct "media image" survey among country's radio-tv, newspaper-magazine representatives, with results expected to be tabulated within next fortnight. Company's special research division last month asked over 650 media reps to list three agencies they feel have best media buying departments, with commentary columns for "bouquets" and "brickbats."

End in sight • Barring unforeseen developments, FCC today (Feb. 1) will close record on its program jurisdiction hearing with testimony of AB-PT President Leonard Goldenson and ABC-TV President Ollie Treyz. Promptly after anticipated noon recess, FCC will go into executive session to complete its allocations presentation tomorrow (Feb. 2) to Senate Communications Subcommittee. FCC has spent practically every available hour on preparation, having met last Friday morning before hearing CBS Inc. President Frank Stanton's presentation (pages 9, 43).

Mr. Goldenson, who flew to Washington last Tuesday from Phoenix where ABC owned and operated stations were holding annual convention, said Friday he does not propose to duplicate testimony of preceding network witnesses, Robert W. Sarnoff, NBC board chairman, and Dr. Stanton. Mr. Treyz is armed with exhibits on ABC-TV programming and coverage.

Tape jurisdiction • American Federation of Television & Radio Artists is reported to have mailed out over weekend notices to tv program producers and advertising agencies as well as to Screen Actors Guild and National Labor Relations Board, alerting them to AFTRA's intention to reassert its jurisdiction over tape programming. At present AFTRA holds such jurisdiction at networks and stations, but SAG, which holds contracts at film studios, insists it is bargaining agent for tape done at studios. Reason for AFTRA's move: by law, it had to serve notice 60 days before March 31, expiration date of SAG's tv supplement pact with film producers. Another SAG-AFTRA battle brewing?

MBS in market • Mutual's management team, Albert Gregory McCarthy Jr., Chester Ferguson and MBS President Robert F. Hurleigh have quietly been inspecting radio station facilities with view toward purchasing some. Initial reaction: stations visited so far seem "overpriced" but search is continuing.

Payola problem • FCC's new "get-tough" approach is being manifested in handling of payola questionnaire returns (BROADCASTING, Jan. 25). FCC last week passed over group of Washington state stations in actions on routine license renewals. Reason: replies to payola questionnaires either had not been received or had not been tabulated as yet. Under new policy implemented two weeks ago Commission instructed staff to make at least cursory examination of station's payola reply before renewal action. Several other Washington stations which had replied were renewed on schedule.

On the scene • For first time, CBS last week held meeting of its top tv programming board away from New York. Session was held last Monday night and Tuesday morning in Washington where top brass, headed by CBS Inc. President Frank Stanton, attended FCC's programming hearing (see box, page 54). One top executive said: "Washington is the only place where we can get a taste of what's going on in broadcasting."

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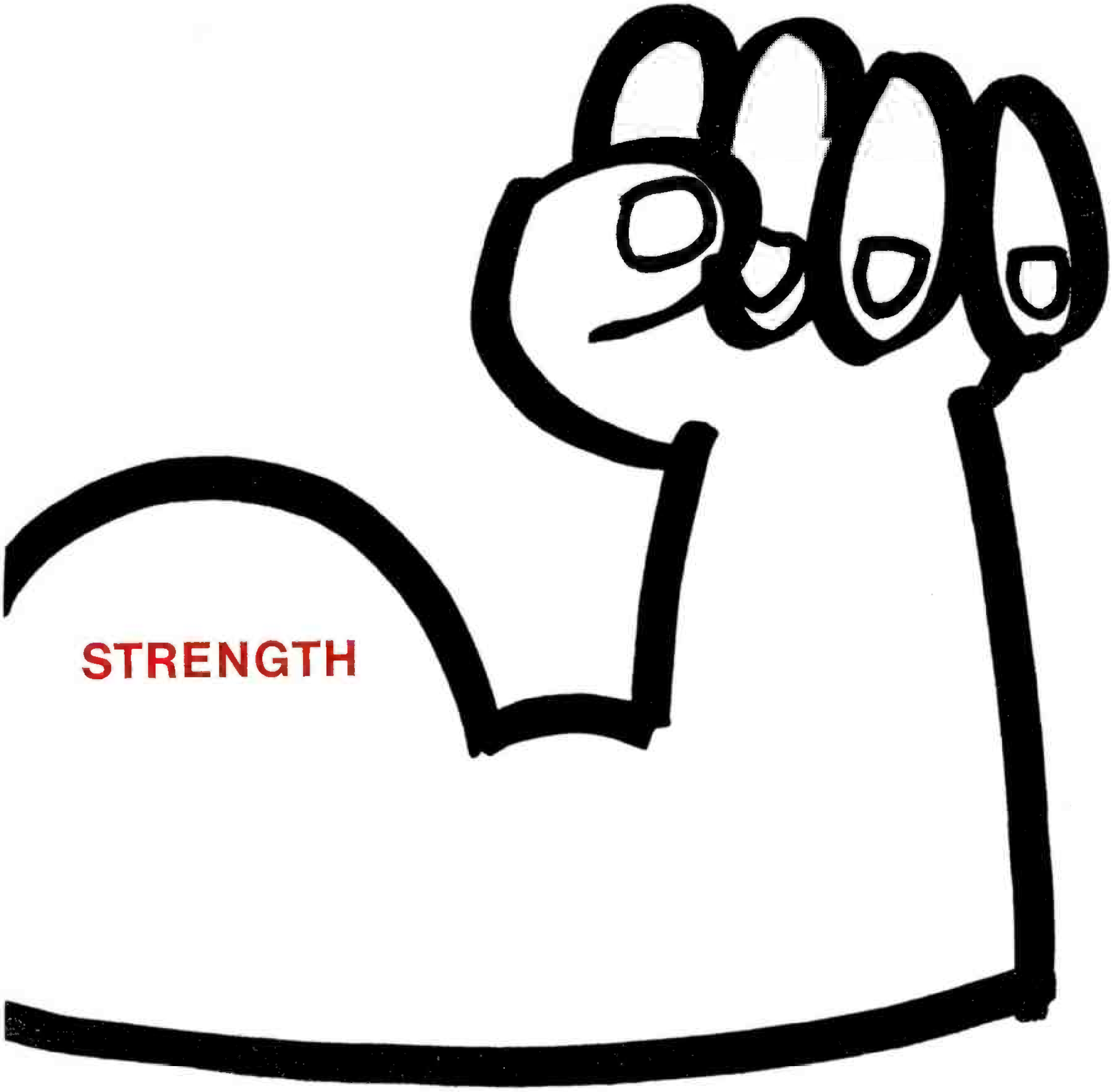


STRENGTH: $176,000 – in just 18 hours. That's the amount Northeastern Ohioans donated to the New March of Dimes in response to WJW-TV's recent special Telethon . . . the second largest amount ever collected in any market throughout the U.S.A. • More than 4,000,000 viewers look to WJW-TV for the best of everything . . . highest rated news, the greatest array of feature movies, and creative, valid public service.

YOU KNOW WHERE YOU'RE GOING WITH **WJW-TV**
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

WEEK IN BRIEF

Mr. Stephenson

The annihilation of creative thinking • Conformity, shifting of responsibility and surrendering of initiative for "security" and that "castle" in Westport are signs of today's "sophisticated gold-bricking" which point to the destruction of all incentive for creative thinking. The result is mediocre advertising and marketing, claims Clay W. Stephenson, president of his own Houston, Tex., advertising agency. He sets it all forth in this week's Monday Memo. Page **26.**

FCC sees itself • NAB, NBC, CBS and others tell Commission what they think its powers are and why. NAB pulls surprise by relaxing its longtime position that FCC must keep its nose out of programming except in case of law violations. Page **31.**

NARBA action urged • Senate subcommittee hears pros and cons on NARBA and U.S.-Mexico agreement on use of broadcast frequencies and plans to make recommendations to Foreign Relations Committee this week. Page **62.**

Bates shouts foul • Bates full-page newspaper ad addressed to Federal Trade Commission chairman stirs Washington and Madison Avenue, but reaction is all *sotto voce*. Agency charges FTC has changed rules, asks for explanations. Page **70.**

Meet Earl W. Kintner • Who is Earl Kintner? The chairman of the Federal Trade Commission has shot up in 11 years from trial lawyer in a stodgy federal agency to chairman of a revitalized FTC. He's a man going places and he's a man to watch. Page **71.**

Here come the drop-ins • FCC proposes two drop-ins of vhf channels involving possible less-than-minimum mileage separations. Proposes to add extra vhf channel in Grand Rapids and Providence; makes final ch. 13 allocation to Corpus Christi. Page **74.**

Network billing up • All three show gains in November 1959 as billings rise $6 million over November 1958. Page **75.**

NBC issues more standards • Rules for identifying recorded material are issued and standards for news-handling are codified. Page **76.**

Post-48 films • Theatre exhibitors forming $30 million combine to purchase films for theatre and tv use. Page **79.**

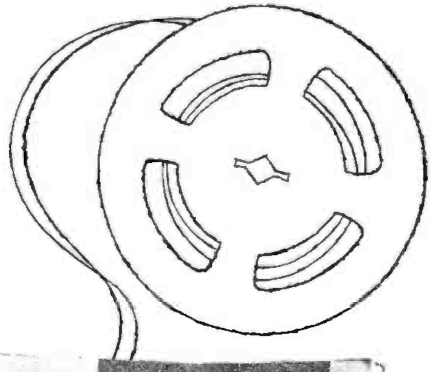
New York State vs. TelePrompTer • The New York State Attorney General receives court permission to start legal actions to dissolve TelePrompTer and Floyd Patterson Enterprises. State raises monopoly charges. Page **79.**

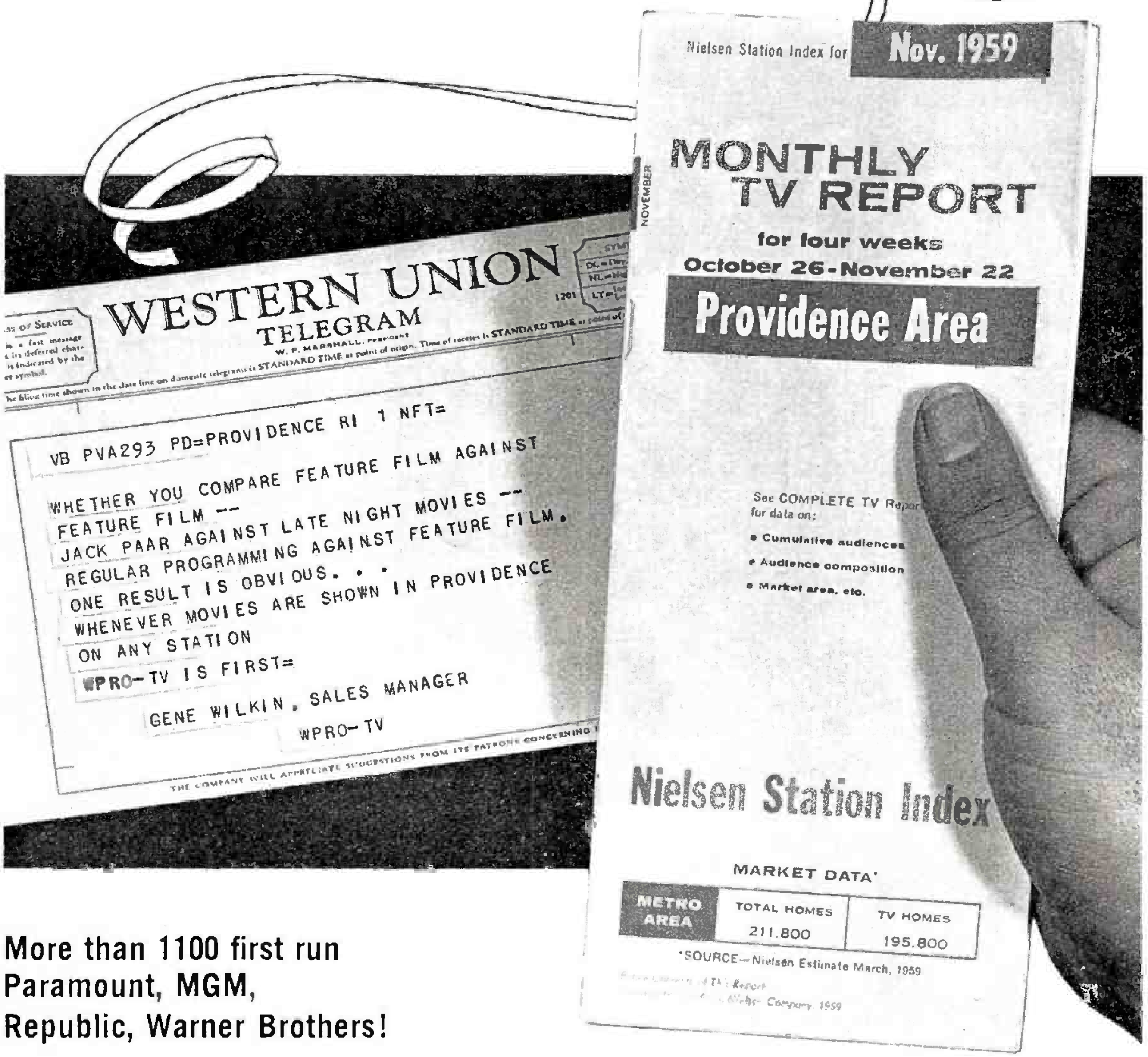
Transoceanic tv coming closer • Navy unveils Washington - Pearl Harbor teletype radio circuit, via "bounce" from moon, and Air Force Research Center announces discovery of radio duct 5,000 miles above South Atlantic. Both seen speeding day of global tv. Page **84.**

DEPARTMENTS

IN EVERY MOVIE PERIOD

WPRO-TV LEADS!





More than 1100 first run Paramount, MGM, Republic, Warner Brothers!

MOVIE LEADERSHIP, YES! AND IN EVERY OTHER AREA OF PROGRAMMING, TOO.

WPRO-TV Providence

CAPITAL CITIES BROADCASTING CORPORATION

• Represented by Blair TV

STANTON HITS PROGRAM POWER

No middle ground for FCC, says CBS head

In face of stiff 3½-hour cross examination by FCC Friday (Jan. 29), CBS Inc. President Frank Stanton stoutly maintained that there is no middle ground in any government regulation of tv programming. (For report on Dr. Stanton's prepared testimony, see page 43.) Commission has no business getting involved in programming content, he stressed.

He reiterated, under questioning of Chairman John C. Doerfer and other commissioners, that FCC jurisdiction in program area is restricted to comparative proceedings only. There cannot be "a little bit of regulation" in programming content, he said, and expressed opinion that Commission scrutiny of how licensee determines needs of public would result in "a field day for lawyers."

Failure of affiliates to clear network sustaining and public service programming is of concern to public but is not proper area for FCC consideration, Dr. Stanton stated. Comr. John Cross said he had difficulty seeing how "great good" would result as result of current public spotlight on tv programming if FCC does not take action. Witness replied that there already are many signs of improvement and that public is final "touchstone" in programming and public definitely is not "status quo."

Dr. Stanton said there is great deal of misunderstanding among critics who charge network schedules are full of murder, mayhem and mediocrity. He pointed out wide range of programming on any given night and that in only one half-hour time period of networks' schedules for week is same format offered by all three at same time. "This is a lot different than the image that is created by some critics," he countered.

There is no basis to charges that public really pays for "free" tv, Dr. Stanton said. Product prices, he estimated, would go up if advertisers shifted their tv expenditures into other media. "For most kinds of advertising, tv does a better job than any other media," he stated in giving the reason for tv's rapid growth in past decade.

Dr. Stanton also strongly disputed contention of many that tv avoids controversy. He named long list of CBS-TV programs which did not deal with "sweetness and light . . . These are hard-hitting, dramatic programs." Asked about deletion (by advertiser) of word "gas" from one such program, Dr. Stanton said such actions were "sporadic and atypical." Particular instance was poor case of judgment by CBS executive, he said, and would not happen under new network policies in dealing with advertisers (see earlier story, page 46).

Required programming statistics in FCC renewal forms are obsolete, Dr. Stanton felt, and he said he is not sure Commission should require any programming information and what use is intended of such listing.

Questioned by Chairman Doerfer on CBS' editorializing policy, Dr. Stanton said present rule-of-thumb is not to state opinion unless owned stations or network have something to say. "Within the year," Dr. Stanton said, "it is likely that the CBS networks (both radio and tv) will have regular editorial periods."

CBS developed its tv programming by "hard work and money," Dr. Stanton testified. Network went $53 million in red before it turned corner in tv, he said, adding that government directives or government scrutiny had nothing to do with this development.

Last session of current phase of FCC investigation, which began with public hearing Dec. 7, is scheduled this morning (Monday) at 10 a.m. in Rm. 7134 at Commission. ABC President Leonard Goldenson is only witness scheduled to testify.

Station sales

Following station sales were reported Friday, both subject to usual FCC approval:

• WJPB-TV Fairmont, W. Va.: 50% interest sold by J. Patrick Beacom to Thomas P. Johnson and George W. Eby for $100,000. Mr. Johnson will own 47.5%; Mr. Eby, 2.5%. Transaction was result of merger agreement when Messrs. Johnson and Eby were principals of Telecasting Inc., applicant opposing WJPB-TV Inc. for ch. 5 in Fairmount. WJPB-TV, now on ch. 35, holds permit for ch. 5, granted Nov. 4, 1959. Messrs. Johnson and Eby are principals in now-dark ch. 22 WENS (TV) Pittsburgh. Mr. Beacom also owns WVVW Grafton, W. Va., and WBUT-AM-FM Butler, Pa. WJPB-TV is affiliated with ABC and CBS.

• WCAT Orange, Mass.: Sold by William R. Sweeney to Ralph Mellon for $70,000. Mr. Mellon is chief engineer and part owner of WPAZ Pottstown, Pa. Broker was Haskell Bloomberg. WCAT is 1 kw daytimer on 1390 kc.

KDKA, AFTRA extend pact pending talks

KDKA-AM-TV, Westinghouse stations in Pittsburgh, and American Federation of Radio-Television Artists agreed Jan. 29 to extend their contracts through Feb. 21 while current negotiations continue. Two-year contracts covering about 70 staff announcers and freelancers were to expire Jan. 31.

Employes of stations had voted unanimously Jan. 21, during negotiations, to authorize strike if necessary to enforce contract demands.

Doerfer, Kintner on AFA program

More than 500 advertiser, agency and media men will meet in Washington Friday (Feb. 5) for annual midwinter conference of Advertising Federation of America at Statler-Hilton Hotel. In course of day-long agenda worked out last Friday (Jan. 29), conferees will have opportunity to quiz federal regulators and lawmakers.

Opening session at 10 a.m., presided over by Arthur C. Fatt, conference vice chairman and president of Grey Adv., will give delegates chance to quiz FCC Chairman John C. Doerfer; FTC Chairman Earl Kintner; Harold T. Schwartz, Internal Revenue Service assistant commissioner, and E. K. Hartenbower, KCMO Kansas City, of NAB Tv Code Review Board.

Mack confined

Former FCC Comr. Richard A. Mack has entered psychiatric institute in Miami under court petition signed by his father, Charles Mack. Mr. Mack entered Jackson Memorial Institute Thursday for observation and examination. Second trial of Mr. Mack and Miami attorney Thurman A. Whiteside, on charges of conspiring to throw Miami ch. 10 grant to National Airlines, was scheduled to begin Feb. 2 in Washington. First trial ended in hung jury.

AT DEADLINE CONTINUED

• Business briefly

Cool campaign • Hudnut-Du Barry Div. of Warner-Lambert Pharmaceutical Co. firming up spot tv push for new product, Cool-Glo (skin freshener cream). Undetermined number of markets will run spots from mid-February through April. Agency, Lambert & Feasley, N.Y.

Eastco proposal • BBDO is proposing budget expansion for Eastco Inc., White Plains, N.Y., which if approved would signal national media drive for new Clearsil medicated shampoo (for youngsters). Shampoo, Eastco's new product, has been tested successfully via radio and tv. BBDO already has bought minutes in Dick Clark program on ABC-TV contingent on shampoo being advertised nationally. If those plans don't jell, time will be taken by Eastco's Clearsil ointment, already program participant through Lennen & Newell.

Beer call • F. & M. Schaefer Brewing Co., Brooklyn, adding Philadelphia and Albany markets to tv spot drive for Schaefer beer. Some eight 20-second spots per week for 30 weeks will be set in campaign which started earlier in New York City. Agency, BBDO, N.Y.

Lamps on CBS Radio • Lamp Div. of General Electric Co. Schenectady, N.Y., is first advertiser to buy parts of CBS Radio's new *Bing Crosby and Rosemary Clooney* weekday morning show (10:45-11 a.m.) starting Feb. 29. GE division signed for two 10-minute segments weekly for 52 weeks, via BBDO, N.Y., and plans to use both singing stars in its commercials.

Air France to add • There's strong possibility that Air France will expand its spot radio usage on West Coast, principally in Los Angeles where on first week of April it'll start its "Gateway" jet flights (L.A.—Montreal—Paris). Air France, via BBDO, N.Y., has novel tie-in with French Govt. Tourist Bureau—they share time costs. Air France has been using spot radio in 10 markets (all top metropolitan areas) since last May, sticks to good music stations.

Blanketing Canada • Jiffy Products of Canada, maker of Jiffy saws, is planning tv and radio campaign throughout Dominion with copy in both English and French. Jerome O'Leary Adv., Boston, is placing schedule.

WEEK'S HEADLINERS


MR. ARNOUX


MR. LAMBE

CAMPBELL ARNOUX, president of WTAR Radio-Tv Corp., operator of WTAR-AM-TV Norfolk, Va., becomes chairman of board today (Feb. 1). ROBERT M. LAMBE JR., vp in charge of sales, succeeds Mr. Arnoux as president and general manager. Mr. Arnoux began broadcasting career with *Fort Worth Star-Telegram* in 1922 when it operated WBAP, there. He was program director and chief announcr. He moved to Hot Springs, Ark., in 1924, built and became general manager of KTHS. In 1934 he assumed direction of WTAR Norfolk, Va., and was named president of WTAR Radio Corp. in 1946. He has been District 4 director on NAB Board of Directors for six years; he helped organize Tv Board of Directors, serving five years on board, and was named chairman in 1956-1957. He was one of organizers of Tv Bureau of Advertising and was member of board until his retirement last Nov. Mr. Lambe's promotion climaxes meteoric rise to broadcasting prominence from period following World War II when he helped to construct and put on air WNCA Asheville, N.C. He served as general manager until 1949 when he became sales manager of WFMY-TV Greensboro, N.C. In 1951, he was named general sales manager of WTAR-AM-TV and was appointed vp in 1958.


MR. JOHNSTONE

EDMUND F. JOHNSTONE today (Feb. 1) joins Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y., as vice chairman of executive committee and member of board of directors. Mr. Johnstone resigned last month as senior vp of Fletcher Richards, Calkins & Holden, N.Y. During year there he was account supervisor on Drug Research Corp., Sofskin Inc., Dunbar Labs Div. of Chemway Corp. and Rapidol Distributing Co. Prior to joining Richards agency he was partner in Dowd, Redfield & Johnstone Inc., N.Y. Unlike his departure from DR&J when Sofskin, Dunbar and Rapidol accounts moved with him, no accounts were expected to be involved in Mr. Johnstone's latest shift, agency spokesman said.


MR. KLEIN

MALCOLM C. KLEIN, vp in charge of WNTA-TV New York, elected executive vp and general manager of NTA Television Corp., owner and operator of WNTA-TV. Before joining station in 1958, he served as assistant general sales manager of KABC-TV Los Angeles for two years. Earlier, he was account executive with KABC-TV for four years and with KLAC-TV Los Angeles (now KCOP-TV) in various executive posts for four years.


MR. JOHNSON

KENNETH M. JOHNSON, sales manager at WNBQ (TV) Chicago, will join McGavren Tv, N.Y., as executive vp today (Feb. 1). Appointment is first formal organizational step launching tv station representation firm as separate arm of Daren F. McGavren Co., which will handle only radio (CLOSED CIRCUIT, Jan. 4). Before joining WNBQ Mr. Johnson was tv account executive for NBC-TV Spot Sales, Los Angeles, and San Francisco. Prior to that, he played professional football for San Francisco 49'ers.


MR. BASSETT

MORT BASSETT, formerly vp and New York office manager of Robert E. Eastman Co., joins Forjoe & Co., station representative, that city, effective today (Feb. 1). In newly created post of executive vp and partner (with president JOSEPH BLOOM). Mr. Bassett, with Eastman for year prior to resignation last month (BROADCASTING, Jan. 11), formerly owned WROD Daytona Beach, Fla., and before that was with John Blair & Co., Morse International and NBC during 23 years in broadcasting.

SPEED that aids Northwest marketing

JOHN BURR, *manager of our Seattle office, one of ten offices providing fast efficient service to Advertising throughout the U.S. — service that helps advertising dollars deliver extra value.*

Check Seattle-Tacoma's growth just since the 40's, and you see the importance of on-the-ground representation in the Northwest.

Puget Sound industry has been quick to recognize the great sales-building opportunities in television. In most of America's giant markets, the stations that can best help advertisers cash-in on those opportunities are represented by Blair-TV.

Since buying-decisions for eastern markets must be firmed-up before 2 p.m. in the Northwest, fast transmission of data and availabilities is paramount. And Northwest agencies get precisely such service from our Seattle office.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising, and to the business dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations cover 56 percent of America's population — virtually 60 percent of its effective buying power.

In its area, each station stands as a power-house of selling force. To help advertisers and agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV — New York
W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KFJZ-TV — Dallas-Ft. Worth
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

THE PROOF IS IN

NEW YORK CONFIDENTIAL

JANUARY '59
ALBANY-TROY SCHENECTADY
32.6 ARB Rating
55.9% Share
3-station market
Outrates:
Naked City
Lawman
Zane Grey
Rifleman
Rescue 8

FEBRUARY '59
NEW YORK CITY
14.3 ARB (Arbitron) Rating
21.3% Share
2nd in 7-station market
Outrates:
MacKenzie's Raiders
Jefferson Drum
Dial 999
Harbor Command
Lawman

CURRENT SMASH RATINGS

MAY '59
ORLANDO
20.6 ARB Rating
35.4% Share
3-station market
Outrates:
Lawless Years
MacKenzie's Raiders
M-Squad
D.A.'s Man
Walter Winchell File

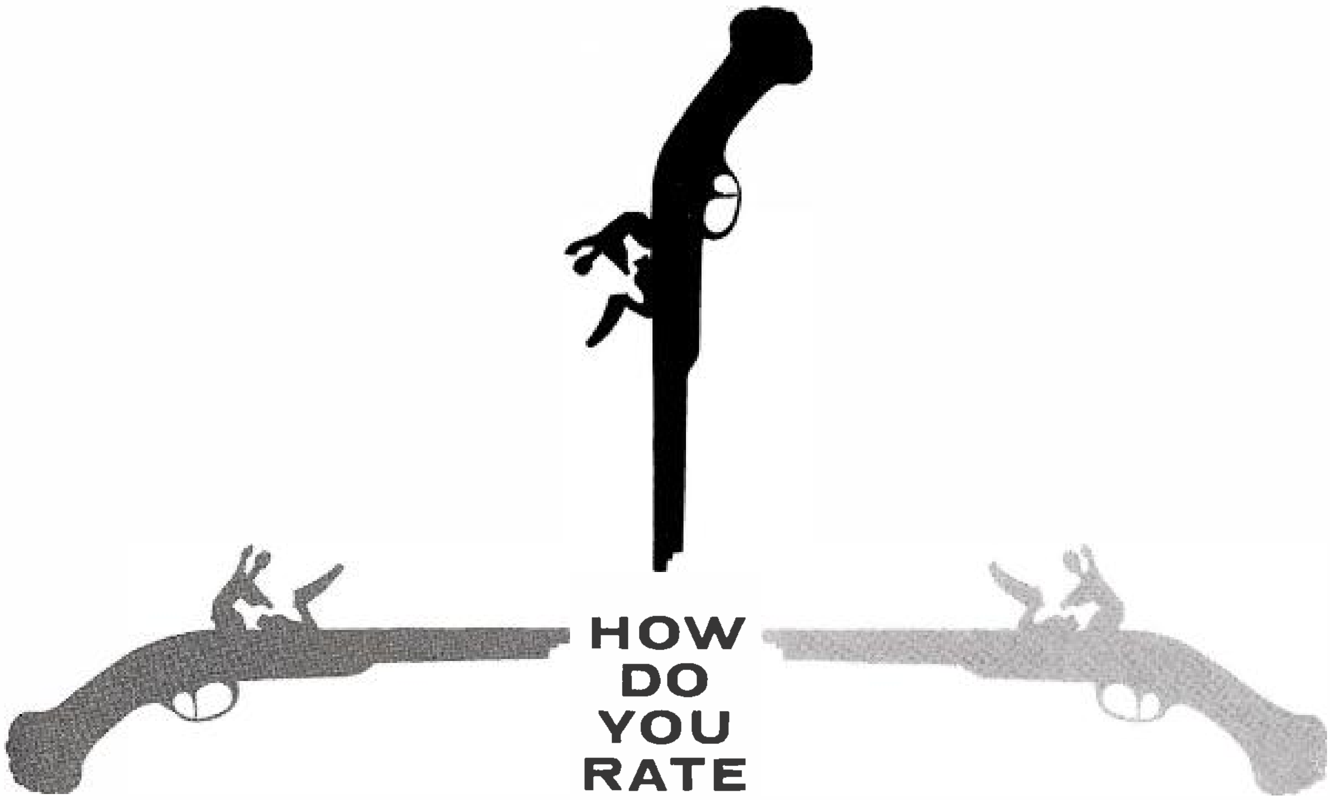
AUGUST '59
GREENSBORO WINSTON-SALEM
31.5 ARB Rating
77.0% Share
2-station market
No. 1 syndicated show
Outrates:
Sea Hunt
Restless Gun
Rifleman
MacKenzie's Raiders
Wyatt Earp

SEPTEMBER '59
SEATTLE
23.0 ARB Rating
43.1% Share
4-station market
Outrates:
Naked City
M-Squad
Father Knows Best
U.S. Marshal
Meet McGraw

OCTOBER '59
CHARLOTTE
25.5 Pulse Rating
53.1% Share
2-station market
Outrates:
Highway Patrol
Sea Hunt
Peter Gunn
The Vikings
Manhunt

FIRST RUN

in some markets, NEW YORK CONFIDENTIAL and CANNONBALL are now available through Arrow Productions —realistically priced to meet your needs. Wire or phone today.



HOW DO YOU RATE THEM?

Rating services A, B, and C decide to settle this thing once and for all. Their v.p.'s in charge of duels agree to have a three-way pistol duel, each to get one shot at each other. They agree to draw lots to determine who will shoot first, who second, who third. There's a rub: The v.p. of service A is a crack shot—he never misses. B's veep hits his target two out of three times. C's veep is on-target only 50% of the time. Having good intelligence services, each veep knows the shooting calibre of the other two.

Before the Society for the Prevention of Cruelty to V.P.'s gets word of the social, the event takes place one sunrise in a wooded glen along the Potomac.

Who had the best chance of surviving?

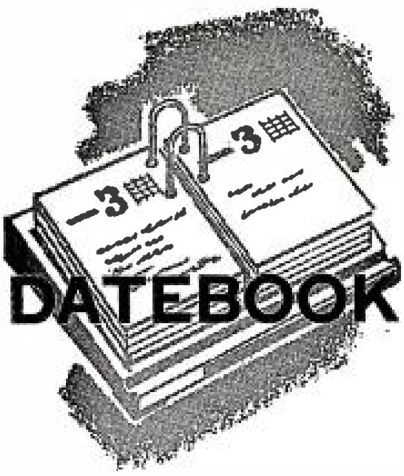
(Don't shoot—just send your solution to WMAL-TV. Win a new look at ratings in Washington, D. C.—and a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., New York.)

wmal-tv

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

FEBRUARY

Jan. 31-Feb. 5—American Institute of Electrical Engineers winter general meeting. Special feature: symposium on international communications, Feb. 3. Hotel Statler-Hilton, New York.

Feb. 2—Senate Communications Subcommittee hearing on tv allocations.

*Feb. 2 (postponement from Jan. 25)—Retrial of former FCC Comr. Richard A. Mack and Thurman A. Whiteside on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U.S. District Court, Washington, D.C.

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3—Institute of Radio Engineers Pacific Group, winter convention on military electronics. Main speaker: J.R. Pierce of Bell Telephone Labs on Satellite Systems for Commercial Communications. Ambassador Hotel, Los Angeles.

*Feb. 3—Interfaith seminar for clergymen on "Understanding New Media", sponsored by various Chicago groups including WGN Inc. Principal speaker: Dr. Marshall McLuhan, chairman, Ford Seminar on Culture & Communications. Sheraton Towers Hotel, Chicago.

Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

*Feb. 4—Tv Bureau of Advertising, Cellomatic presentation titled "The Exponential," describing television's role in national economy, before congressional, government and advertising executives, Statler-Hilton Hotel, Washington, D.C.

*Feb. 4-5—Assn. of Motion Picture Producers & Laboratories of Canada, annual meeting, Westbury Hotel, Toronto, Ont.

Feb. 4-6—Mutual Advertising Agency Network winter meeting. Allan Copeland & Garnitz, network Chicago member, will serve as host agency for workshop sessions, talks and awards. Bismarck Hotel, Chicago.

Feb. 4-6—Golden Gate Metals Conference. Seven technical papers on "Metallurgical Problems in Electronics" will be presented, dealing with such subjects as electron tubes, semiconductors, etc. Fairmont Hotel, San Francisco.

Feb. 5—Advertising Federation of America annual mid-winter conference. Speakers include: Arthur S. Flemming, secretary of HEW; John C. Doerfer, FCC chairman; Earl W. Kintner, FTC chairman, and Dana Latham, IRS commissioner. Congressional reception closes conference. Statler-Hilton Hotel, Washington, D.C.

Feb. 5—U. of Minnesota School of Journalism's 13th radio-tv short news course at the university, Minneapolis. Main speaker: Sen. Eugene J. McCarthy (D.-Minn.). Other speakers include Burton Paulu, KUOM Minneapolis, and Bill Shadell, ABC News.

*Feb. 5—Deadline for stations to reply to FCC Question No. 2 on past payola practices, if any.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prizewinners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 6—Farm Broadcasting Day. Stations wishing one-minute statements from Agriculture Secretary Benson and other agricultural leaders should send blank 30-minute tape reel to Radio & Tv Service, Office of Information, U.S. Dept. of Agriculture, Washington, D.C.

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

*Feb. 7-9—Regular quarterly board meeting, National Community Television Assn. Mayflower Hotel, Washington, D.C.

Feb. 8—House Legislative Oversight Committee hearing on payola.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executive Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor in Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 9-10—Michigan Assn. of Broadcasters annual spring convention. Feb. 9—Annual dinner for lawmakers. Speaker: William C. DeWitt, president, Detroit Baseball Co. Feb. 10—Business matters and luncheon. Olds Hotel, Lansing.

*Feb. 11—Houston Advertising Club forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Frost, senior vice president, Bristol-Myers, and board chairman of Assn. of National Advertisers; Arno H. Johnson, vice president-senior economist, J. Walter Thompson, and board chairman of Advertising Research Foundation; James S. Fish, vice president-advertising director, General Mills, and board chairman of Advertising Federation of America; Sylvester (Pat) Weaver, board chairman, McCann-Erickson Corp. (International). C. James Proud, president, AFA, will speak at noon luncheon.

Feb. 11-12—British Columbia Assn. of Broadcasters annual meeting, Hotel Vancouver, Vancouver, B.C.

*Feb. 13—American Women in Radio & Television, Chicago chapter, third annual "closed circuit" conference. Keynoter: Esther Van Wagoner Tufty, Tufty News Bureau, Washington, D.C., and AWRT national president-elect, on "Radio-Tv in an Election Year." Morning and afternoon panels, on tv and AWRT goals, respectively, will cover representative agency, sponsor, station, viewer and other levels. Among other key speakers: Fairfax M. Cone, Foote, Cone & Belding; Peter G. Peterson, Bell & Howell Co.; Edward H. Weiss, head of agency of same name. Ambassador West Hotel, Chicago.

Feb. 13—Western States Advertising Agency Assn. annual dinner dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

Feb. 13—Institute of Radio Engineers, Washington section, annual banquet. Hotel Statler-Hilton, Washington, D.C.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

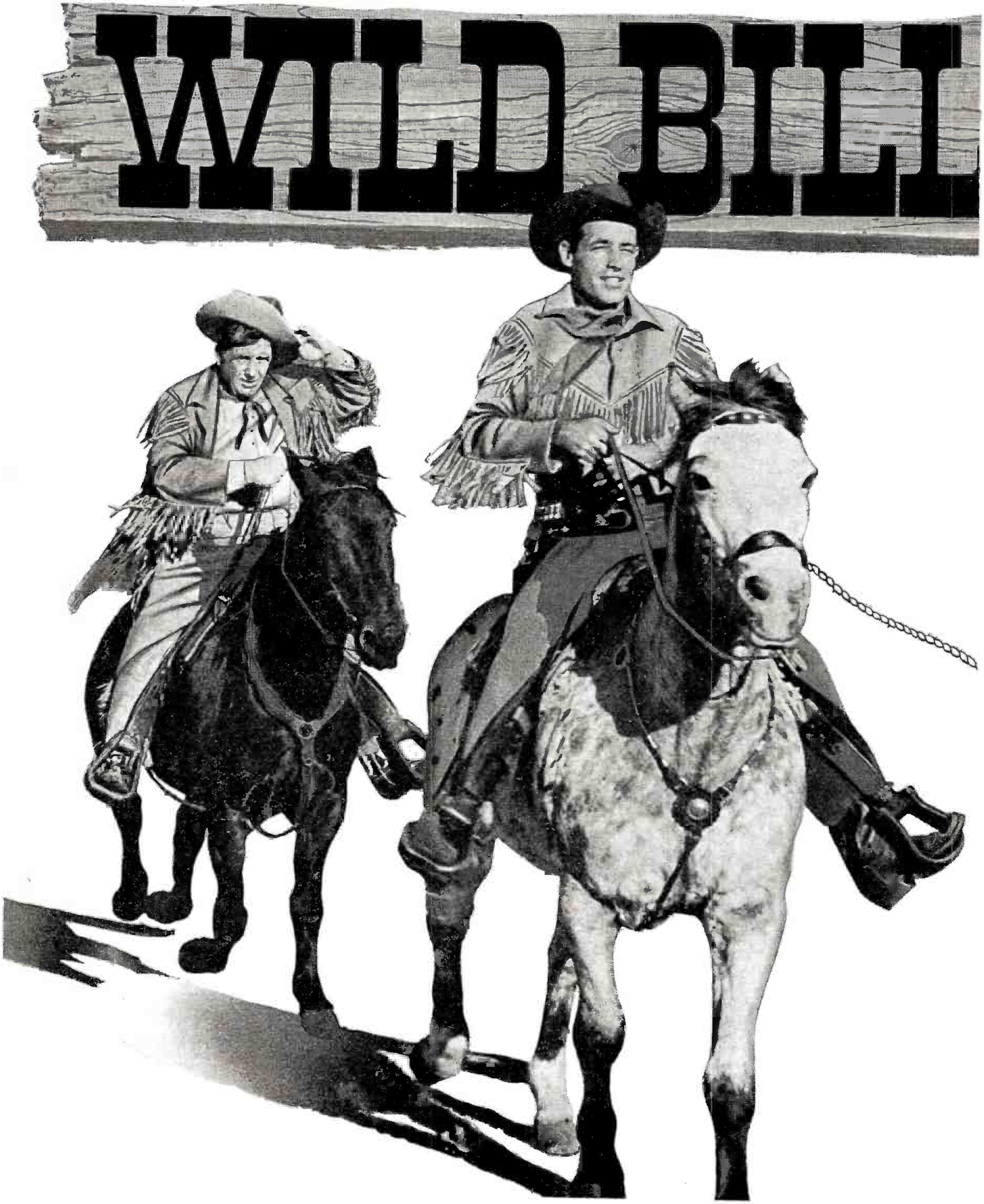
Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

Feb. 16—Chicago Broadcast Adv. Club monthly luncheon meeting. Guest speaker: Louis Hausman, director, Television Information Office. Sheraton Towers, Chicago.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar, Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1959 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC

64.6% AVERAGE AUDIENCE SHARE



DURING A FABULOUS 3-YEAR NETWORK RUN!*

HICKOK

113 ACTION-ALL-THE-WAY HALF-HOURS... AVAILABLE NOW FOR LOCAL SPONSORSHIP

Here's one of the hardest-riding western adventure series on television today — a standout audience builder that did a bang-up job for Kellogg's during its three-year network run!

Its good, clean fun and rip-roaring action make it ideal for afternoon and early evening across-the-board stripping!

Draw a bead on top sales in your market. Get the low-down by contacting your Screen Gems representative, today!

STARRING

GUY MADISON

AS WILD BILL HICKOK

ANDY DEVINE

AS JINGLES

	3-Station ATLANTA 51.6 AUDIENCE SHARE RATING 17.2	3-Station BALTIMORE 56.1 AUDIENCE SHARE RATING 15.8	3-Station CINCINNATI 48.9 AUDIENCE SHARE RATING 15.0	4-Station MINNEAPOLIS-ST. PAUL 75.7 AUDIENCE SHARE RATING 16.5	
3-Station NEW ORLEANS 63.6 AUDIENCE SHARE RATING 17.7	3-Station EL PASO 63.8 AUDIENCE SHARE RATING 19.6	3-Station EVANSVILLE 48.5 AUDIENCE SHARE RATING 23.2	2-Station ROCHESTER 87.8 AUDIENCE SHARE RATING 32.5	3-Station COLUMBUS 46.5 AUDIENCE SHARE RATING 16.5	3-Station HUNTINGTON, W. VA. 52.5 AUDIENCE SHARE RATING 22.4
	2-Station GRAND RAPIDS-KALAMAZOO 52.7 AUDIENCE SHARE RATING 20.6	2-Station SIOUX FALLS 98.4 AUDIENCE SHARE RATING 24.9	2-Station LUBBOCK 73.2 AUDIENCE SHARE RATING 26.7	3-Station CLEVELAND 84.9 AUDIENCE SHARE RATING 15.7	

Source: ARB Representative Average Ratings

*CBS-TV, Sunday, 11:30-12:00 Noon, June-Oct., 1955. 12:30-1:00 PM, Oct., 1955-May, 1958. Source: Nielsen.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 18-23—American Bar Assn. midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

*Feb. 19—Senate Interstate & Foreign Commerce Committee session with spokesmen for federal regulatory agencies, networks, advertising agencies, advertisers, et al., on corrective measures being taken against alleged abuses in radio-tv. Washington, D.C.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 22-24—International Advertising Assn., first Latin American convention, Caracas, Venezuela.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

*Feb. 24—Voice of Democracy annual contest luncheon and announcement of national winner. Speaker: Rep. Daniel K. Inouye (D-Hawaii) Statler-Hilton Hotel, Washington.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

Feb. 29-March 1—CBS Network Affiliates and Network Officials, special conference. Shoreham Hotel, Washington. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

MARCH

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—Audio Engineering Society west coast convention, Alexandria Hotel, Los Angeles.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 15-17—Electronic Industries Assn., spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

*March 18-19—Arkansas Broadcasting Assn., annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrilton.

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL

*April 1—Comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3. Social highlight: Premium Industry Club banquet April 6. Headquarters for the NPBE: Congress Hotel, Chicago.

April 5—Broadcast Pioneers annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

*April 19—Comments on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

*April 21-23—American Assn. of Advertising Agencies annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24—National Retail Merchants Assn. sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

MAY

May 1-2—American Bar Assn.'s Law Day U.S.A.

*May 2—Reply comments due on FCC rulemaking

It's a habit...

watching KMJ·TV in FRESNO

(California)

FIRST TV STATION IN FRESNO

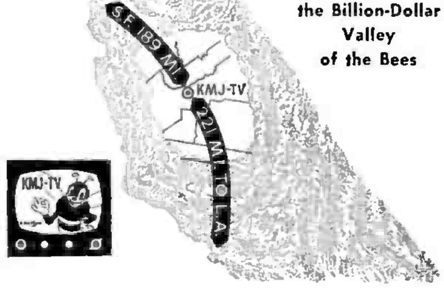
The November, 1959, Fresno ARB survey again proves KMJ-TV is the most popular station in Fresno.

KMJ-TV was a dominant FIRST in the daytime hours with 125 quarter hour WINS Mondays through Saturdays . . . about as many as the total of the other two Fresno stations combined (Station A 94 . . . Station B 32).

KMJ-TV has by far the highest percentage of women viewers in the daytime hours.

KMJ-TV was FIRST in Share of Audience seven nights a week. WAGON TRAIN was Fresno's most popular show.

KMJ-TV was FIRST in Share of Audience from 9 AM to midnight Sunday through Saturday for the four weeks surveyed.



THE KATZ AGENCY, NATIONAL REPRESENTATIVE

HOW TO MAKE AN ADVERTISEME

(A TRUE STORY)

1

Copy Chief: "Gang! Here's a real *opportunity!* The 35th Birthday of NL&B! On this momentous occasion we should bust out in print with a real *blockbuster* house ad about ourselves, our history, our traditions, our clients and all that kind of jazz . . ."

2

Copy Chief: "What a Challenge! I can see it now! Fresh! Exciting! Brilliant! Just the way we are! A 'fountain' (to quote a compliment) of *creativity!*"

5

Copy Writer: "Phooey on this awards stuff. Our real story is that these ads sell *goods!* Now here's an all-type ad that talks about the successful products we've helped launch . . . like Pride furniture polish and Parkay Margarine. And about the big sales gains we've helped chalk up for clients like Renault . . . Lever . . . Campbell's . . . Massey-Ferguson . . . etc. The title is: 'To Market! To Market! For 35 years!' "

6

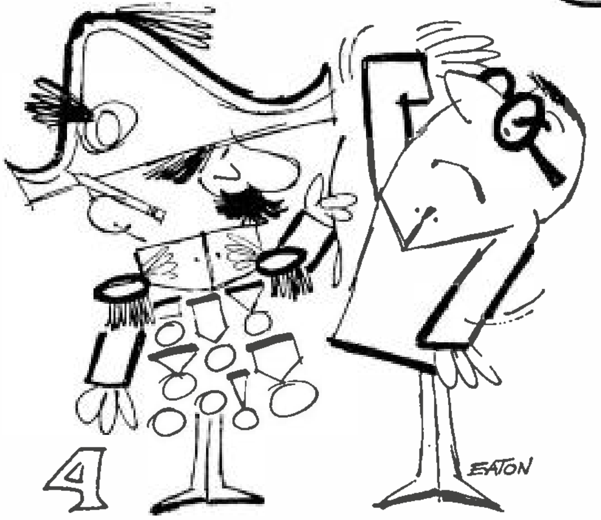
Art Director: "Get this—it's a gasser! Everybody's worked up right now about trickery and deceit. And we make a big point of honesty and integrity. No shady claims. Won't even handle an objectionable *product!* Let's have an ad with a picture of Diogenes. And the heading says: 'Diogenes—you'll find him *here!*' "

NL&B NEEDHAM, LOUIS and BRORBY (35 years young) DOES ADVERTISING FOR THE FOLLOWING: U. S. COMPANIES S. C. Johnson & Son, Inc. Kraft Foods, Division of National Dairy Products Corporation Wieboldt Stores, Inc. State Farm Insurance Companies The Peoples Gas Light and Coke Company Morton Salt Company Cummins Engine Company, Inc. Household Finance Corporation Monsanto Chemical Company Campbell Soup Company. Scovill Manufacturing Company Worthington Corporation Lever Brothers Company Massey-Ferguson Inc. International Minerals & Chemical Corporation American Smelting and Refining Company Renault, Inc. Peugeot, Inc. Oklahoma

NT ABOUT YOUR 35th BiRTHDAY

3

Art Director: "This is a brain—see? A picture of *our* brain! It's divided into little compartments like 'Creative Ingenuity' . . . 'Research Mindedness' . . . 'Marketing Savvy' . . . 'Plane Catching' . . . etc. . . . etc. It proves we believe in complete, well-rounded service. *Everything* a client needs!"



4

TV-Radio Writer: "The big news is the prize-winning ads and commercials we've been turning out for clients like Morton, Renault, Kraft, Oklahoma, Massey-Ferguson, HFC, State Farm, Hertz, Johnson's Wax . . . etc. More awards last year than we could count! Let's show a big picture of Maurice Needham in a general's uniform (he'll eat it up). With ribbons all over his chest. And the heading says—get this: 'WHAT'LL YOU HAVE . . . BLUE RIBBONS?'"

7

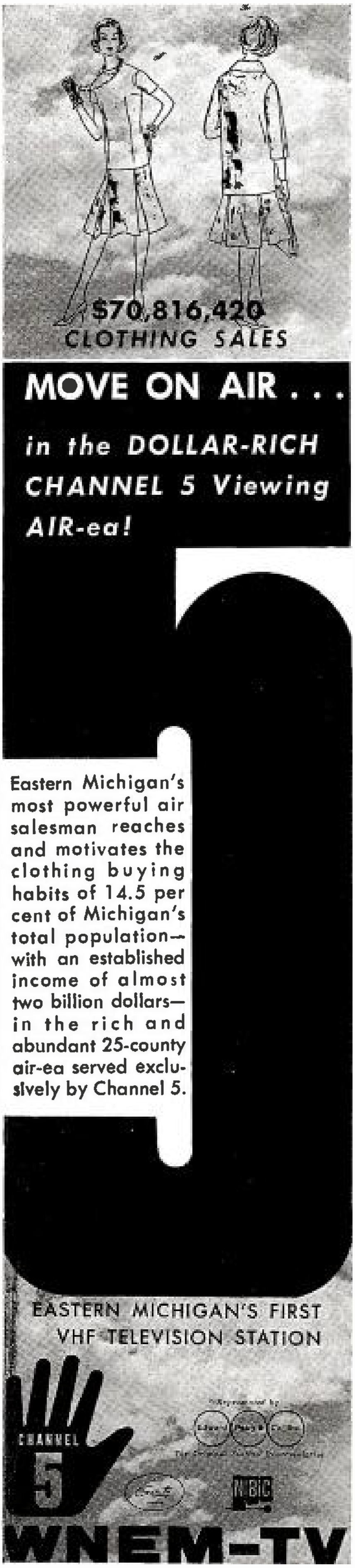
Copy Writer: "I hear we're going over 40 million in billing this year. So let's *brag* a little! My idea is, let's stage the steady climb we've had. We'll have a big picture of MHN dressed in mountain-climbing gear. The copy says, 'When you get this far up . . . and look down, you know two things for sure: You couldn't have made too many missteps on the way . . . and this is no time to start!' "

8

Mailroom boy: "How about this?"

HAPPY BIRTHDAY TO US!

Oil Co. The Hertz Corporation Mars, Incorporated **CANADIAN COMPANIES** S. C. Johnson and Son, Limited State Farm Insurance Companies Kraft Foods Limited Household Finance Corporation of Canada Lever Brothers Limited Canadian Industries Limited Thomas J. Lipton, Limited Philips Electronics Industries Limited Massey-Ferguson Limited **NL&B OFFICE ADDRESSES ARE:** Prudential Plaza, Chicago, Illinois 730 Fifth Avenue, New York, New York • 9130 Sunset Boulevard, Hollywood, California • 121 Richmond Street West, Toronto, Ontario, Canada



to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

*May 4—Reply comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

PLAYBACK

QUOTES WORTH REPEATING

Responsibility in news and public affairs

Pointing to the past critical months for radio and television, Thad H. Sandstrom questioned what stations are doing to earn for themselves the respect of legislators and public alike. On the news responsibilities of the station, the general manager of WIBW-AM-TV Topeka, Kan., said this to a Jan. 15 radio-tv news clinic at the U. of Kansas:

It seems to me that those of us in radio, in particular, must take a closer look at our news operations. Are we getting by on fender benders and AP or UPI headlines? Are we ringing sirens and clanging bells in an effort to hoodwink the listener into thinking he is getting something big . . . only to learn that a drunk has hit a telephone pole, putting out the lights in the 1400 block on West 22nd Street? Are we shouting the news of an approaching tornado funnel on the basis of a frantic call from a lady who saw a black-looking cloud west of town?

Are we buying an audience with a trashy story about a vice trial in which testimony was given to the effect that when the man came into the room, the blonde was sprawled on the floor with one leg on the rug and the other on the sofa? I have heard stories of this sort on radio stations. In my opinion, this sort of reporting is not the kind of reporting that earns the confidence of a Congressman or the great majority of listeners.

. . . I think the news department of every station, large and small, should take a hard look at the type of news [being] reported. Are we reporting one of the most fascinating news stories in the history of Kansas politics, the budget session of the legislature? Are we reporting comment on budget actions from our own state senators and representatives? How many of you called your state senator or representative last Tuesday and got a telephonic of his opinion of the Docking budget message? People are concerned about high taxes, about our schools, our lakes and parks. All of us should be doing a bigger and better job of reporting legislative news . . . with a local angle. The five-minute newscast has become the vogue. Some of us have the idea the listener won't sit still for more than five minutes. I think all of us need to consider establishing more 15-minute news reports . . . maybe even 30-minute newscasts.

Share the responsibility

Community service programming should be based on shared responsibility between broadcasters and listeners, Sam J. Slate, general manager of WCBS New York, reminded delegates to the 15th annual Georgia Radio-Tv Institute Jan. 26. Speaking at the Institute's opening dinner, Mr. Slate, also a vice president of CBS Radio, said:

Too often too many of us, on each side of the street, take the easy out, the station operator, by doing only as little public service programming as required to satisfy the FCC (and as a station manager I know how minimal, and easy to fulfill, are those requirements), and the community, by neglecting to let the broadcaster know that his efforts are heard and appreciated—especially when the broadcaster is under attack.

To the broadcaster, I say if the town is worth living in, and worth working in, then take an active part in the civic life of that town.

After all, your neighbors are your audience and its main street gives you your advertisers and your profit. Stop giving public service lip service by giving it program time you can't sell and spot announcements that are written, timed and transcribed by some national organization. Allocate a portion of your profits to provide manpower and production facilities for programs geared to the community.

To the community I say, let your station know that you are listening. Too many of you forget that we broadcasters read our mail and answer our phones and that we like to hear from our audience. If we fail, you always let us know. When we succeed, we rarely hear from you. And, when the chips are down, you're rarely around. If your local station is worth listening to, then it is worth supporting.

Of 3.7, 39.7 and Us

Whether there are 172 ways of making a Martini, as an article in a recent consumer magazine indicates, or only one (yours), the fact remains that most men will agree on one way a Martini *shouldn't* be made: by a woman. With this small area of agreement, one of the few in a contentious area, let's look into this manifestation, regarded by some as the true flowering of Western civilization.

The Martini's origins are shrouded in mists of euphoria. It seems natural to assume that a man named Martini must have had a hand in the first history-making marriage of vermouth and gin. Yet no biographical dictionary, no encyclopedia we have readily available, no Who's Who, marks this milestone.

There is, to be sure, an editor's delightful, perceptive commentary: Neither Martinis nor kisses can be stored in refrigerators. The same gentleman is also responsible for the reduction of a Martini's proportions to a precise, didactic 3.7 to 1, which brings us to the heart of a controversy. The English-speaking world, to paraphrase Fowler on split infinitives, may be divided into five groups: (1) those who don't know a Martini from a visitor from Mars; (2) those who don't know and don't care ("Gimme a bourbon and branch water"); (3) those who know and disapprove; (4) those who figure that a Martini has enough vermouth in it when the gin comes from a bottle that has shared shelf space with a bottle of vermouth; (5) those who know and distinguish (you and us).

The fifth group unquestionably includes perspicacious people who savor the finer things in life, like WMT-TV, whose top ten programs average 39.7, which is roughly 33% better than the national average, and whose share of audience includes lemon-peel twisters, olive fanciers, no-delicatessen-at-all drinkers, and others in numbers sufficient to make the station first in all time periods from 9:00 a.m. until sign-off, Sunday through Saturday.

WMT-TV CEDAR RAPIDS—WATERLOO
CBS Television for Eastern Iowa

Affiliated with WMT Radio; KWMT Fort Dodge • National Representatives: The Katz Agency

OPEN MIKE

Agency tv writer-producers

EDITOR: I thought the MONDAY MEMO by S.J. Frolick, senior vice president, director of tv and radio, Fletcher Richards, Calkins & Holden, New York (page 22, Jan. 18, "For tv commercials: writer-producers instead of writers and producers") was excellent and if its message were taken to heart by more agency managements, it could well change the course of broadcast advertising. . . . The writer-producer system is, indeed, the key to not only more successful commercials . . . but also the means by which greater savings can be realized by both client and agency in the creation and execution of tv advertising.

. . . as to why this plan has not been adopted by other agencies [FRC&H uses the writer-producer system] . . . there are two main reasons for this: (1) Agency organizational structure is so dominated by print advertising thinking that most broadcast commercial departments are patterned after the way print advertising is created . . . (2) I suspect that very few men in top agency management (in both account management and creative management) have bothered to analyze the creative processes of broadcast advertising which, when followed, would result in much more effective and economical advertising on film, video tape and live tv. If they had, they would realize that the organizational plan set up for the creation of print advertising cannot be laid over broadcast advertising and be made to work.—*Linc Scheurle, J. Walter Thompson Co., Chicago.*

Disagrees with Don Belding

EDITOR: In the Jan. 4 issue of your publication there appeared a full page statement by Don Belding, formerly board chairman of Foote, Cone & Belding. It was entitled "Where are our leaders?" (MONDAY MEMO, page 21, Jan. 4).

I can't go along with his opening statement on the subject of client-agency relationships regarding the compensation method. I can't prove or disprove, nor can anyone else, that the 15% commission system helped advertising make its great growth and contribution. It might have made even greater progress without it. The system is gradually crumbling. I won't make a prediction, because predictions are silly on this subject, but the compensation system will change and the agency will be paid by the client, the advertiser. Media, in time, will stop paying commissions to advertising agencies.

The Advertising Council has contributed much and has taken, as he says, the gracious approach. It is up to the Advertising Council to stick to the job it took on; it is not the Council's policy or in its bylaws to defend advertising. Let it turn the other cheek but stick to its service job.

There are plenty of leaders in this business and quite a few of them are quietly going about doing what they can to clean up the bad practices in advertising. Calling together the heads of several large corporations, big advertisers, would be an interesting idea and they would certainly come up with some practical action answers. But, they won't solve the problem as they have nothing to say about the activities of other advertisers. . . .

Let's not worry about defending advertising, Don Belding, let's all, as individuals in all phases of the business, face our individual responsibility and clean up what is bad . . .the final responsibility is up to the media. . . . media is the only group . . . that can carry out the clean-up ideas. . . .—*Edgar Kobak, Business Consultant, New York.*

Hawaii report acclaimed

EDITOR: A quick word of appreciation on the tremendous Hawaiian market report . . . 100 reprints.—*H. G. Fearnhead, President, KPOI Honolulu.*

EDITOR: Please send me 25 reprints . . . —*Richard Krolik, Public Relations, New York.*

EDITOR: Please send me five reprints of your excellent report . . .—*Robert W. Schwab, WCCO Minneapolis.*

EDITOR: . . . 300 reprints . . . air express collect.—*William O. Paine, Vice President-Manager, KGU Honolulu.*

EDITOR: . . . 10 reprints . . .—*Vin Gruper, NBC Spot Sales, Promotion Dept., New York.*

[Reprints are available, 20¢ each.—THE EDITORS.]

BROADCASTING

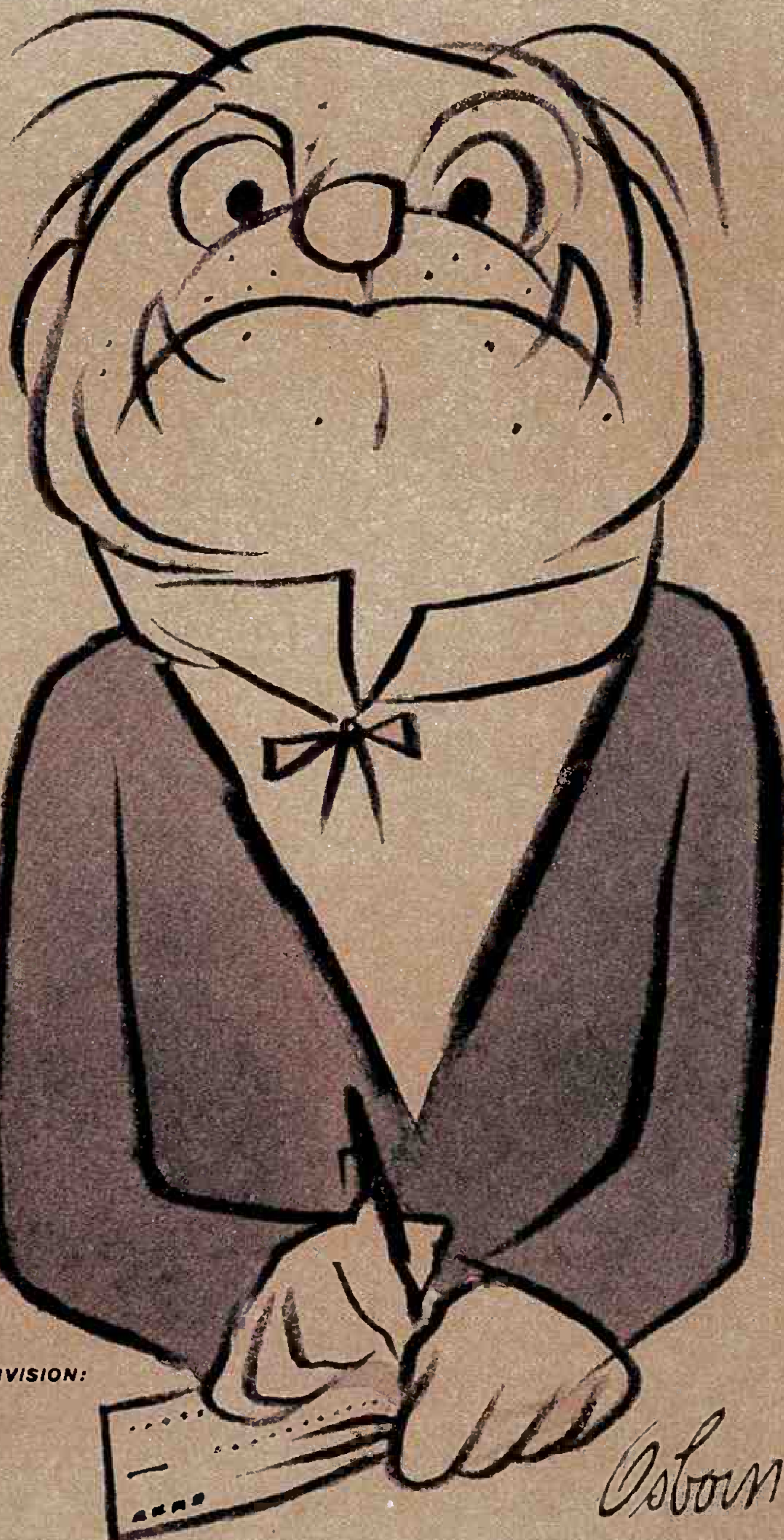
SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

CAPITAL TYPES #1

THE BUDGET WATCHDOG

Grunts when he slashes appropriations. Divorced 3 times. Mental cruelty. Spends spare time accusing girls in office of making personal telephone calls. Only sign of conformity is zealousness in listening to WTOP Radio, the *important* station for reaching the 20-County Greater Washington area.



WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

Operated by

THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO, *Washington, D. C.*

WTOP-TV, *Channel 9, Washington, D. C.*

WJXT, *Channel 4, Jacksonville, Florida*

MONDAY MEMO

from **CLAY W. STEPHENSON,** *president, Clay W. Stephenson Assoc., Houston, Tex.*

The annihilation of creative thinking

In an era of intense competition, with giants daily locking horns in fierce market battle, it would seem that the art of selling would be ever-improving. But, in fact, the very opposite situation prevails.

Although the most fashionable word in business today is "creativity," it is manifest that most of today's marketing is anything but creative. At the level of the advertiser, this lack of creative thinking is evident in the promiscuous use of "deals" and other selling gimmicks of the expedient nature.

At the agency level, there is in evidence an embarrassing sameness of creative output. And mediocrity flourishes fully as well at the media level as it does at the level of the advertiser and agency.

What has caused people to accept, indeed to popularize, mediocrity in its many tiresome images? With no political bias intended, I date the start of this disease with the Rooseveltian era. Perhaps nostalgia is clouding my viewpoint, but it seems to me that prior to this time, there existed a much stronger sense of individual responsibility. There was a greater striving for perfection.

Shift of Responsibility • In the thirties, the government assumed the responsibilities of the individual. People were told, in effect, that it was foolish to work hard; individual initiative was frowned upon, conformity revered. World War II and the high taxes which came with it did nothing to slow down this toboggan slide toward mediocrity; indeed, it accelerated it. For the tax situation made it possible for the large corporation to gobble up the smaller one and simultaneously to compete with the government in subsidizing the individual. Initiative and inventiveness were buried under the creeping paralysis of an all-enveloping program of so-called security.

Thus evolved the age of sophisticated gold-bricking, and thus was born the "organization man," the disciple of mediocrity and procrastination, the twin forces of retrogression.

Historically, man has used his mind very sparingly. Today, with business worshipping at the shrine of group thinking, his mental faculties have all but eroded away. With the emphasis on security rather than growth, and superficialities rather than basics, man is reluctant to think for himself.

Only in a namby-pamby climate such as this could one of the nation's largest advertising agencies popularize such an adolescent mental exercise as "brainstorming."

Guts and Imagination • While many of the great enterprises of this country presently may be in the hands of the imitators, they weren't built by such people. They were built by men with guts and imagination—men to whom mediocrity was a thing to be despised.

In recent months, there has been much written and said about the "rigging" of television shows. The moralists have had a field day wringing their hands over the defection of Charles Van Doren and his ilk. My distress is not so much over the "rigging" of television quiz shows as it is with the patently contrived and mediocre quality of the shows themselves. Likewise, the fact that disk jockeys accepted money for plugging records doesn't concern me as much as does the inferior quality of the records they plug.

There's cause to be concerned about an age which condones such unashamed mediocrity, an age in which major advertisers collaborate with major advertising agencies in profoundly compounding nothing And there's inherent danger in the passiveness of an audience which will allow itself to be "conned" into believing that the low level of television programming and the rock-and-roll records and adolescent witticisms of radio are authentic reflections of public taste.

Clay W. Stephenson has been director of advertising and sales promotion for Corning Glass Works; vice president and general sales manager, Morton Mfg. Corp.; account executive at J. M. Mathes Inc. and Duane Jones Co., both New York, and was executive vice president of Tracy-Locke Co. prior to forming his own agency.

And if this seems to be an attack on the broadcast industry, it is not intended as such. The lack of creativity so painfully evident in the broadcast industry is present elsewhere in equal measure. It is present in the dreary "copy-catism" which characterizes the creative product of most advertising agencies these days . . . the depressing sameness of all cigarette advertising, soaps, cake mixes, beer; the grotesque straining for attention, the obvious use of sex, the blatant sounds of fury and frustration which concede the importance of dollars and seek to conceal the need for ideas.

Castles in Westport • At the advertiser level, the annihilation of creative thinking is virtually complete. In an age of super-corporations over-manned by smug "play it safe" boys—and, in many cases, counseled by advertising agencies who have sold out their creative birthright for a fashionable castle in Westport or Winnetka—too many lack the courage to depart from proven courses.

In the marketing of package products, which is the field in which I'm primarily interested, I'm constantly astounded by the manufacturer's passive acceptance of, indeed his unwitting insistence on, mediocre marketing—marketing which countenances advertising that veers from one worn-out idea to another, staying no place long enough to form a worthwhile brand image. Marketing which blithely condones advertising scheduled in the face of inadequate distribution and serious out-of-stock conditions. Marketing which tolerates uninspired sales leadership and encourages the use of selling "crutches." And yet today this sort of marketing is the rule rather than the exception.

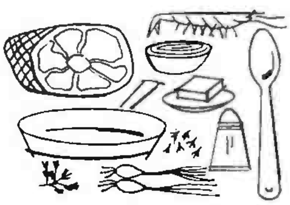
I realize that criticism is not popular these days. The emphasis is on being a good fellow and "going along with the crowd," irrespective of where the crowd may be headed. But I submit that we cannot be creative without first being critical.

To progress, we need to think creatively . . . and to think creatively, we need to rekindle the spirit of adventure, the willingness to pioneer, which was the outstanding characteristic of the rugged nonconformists who built the great enterprises of this country.

As served at Dunbar's by Albert Cantey

Jambalaya ... OLD NEW ORLEANS FAVORITE

Here's how to make it!



Chop fine 2 onions, 4 garlic cloves, 2 stalks celery, ¼ green pepper, 8 sprigs parsley. Sauté 5 minutes in 4 tablespoons butter. Reduce heat. Add 1 can tomatoes, ½ can tomato paste, ½ teaspoon thyme, 3 whole cloves, 1 lb. diced boiled ham, 2 pounds peeled and deveined shrimp, salt, black pepper and cayenne to taste. Bring to boiling point. Stir in 3 cups uncooked rice. Cover closely, reduce heat and cook 30 minutes without stirring or until rice is fluffy. And there you have it, jambalaya for 6 hungry people. Serve with a bottle of chilled rosé wine.

WWL-TV... New New Orleans Favorite

How ya gonna keep 'em seated for the commercial? WWL-TV does it with a bright new series of station ID's—catchy sound and animation! Audiences stay put at station break time; advertisers get the most effective background possible for their spot sales messages. Alert programming like this is another factor that has established WWL-TV as the *new* New Orleans favorite.

Gourmet tastes? *Then write today for your gift copy of WWL-TV's new New Orleans Cookbook, "HOW TO PLEASE A GOURMET." Just off the presses—and loaded with wonderful old Creole recipes. Write: Promotion Dept., WWL-TV, 1024 North Rampart, New Orleans, La.*

CBS **WWL-TV**

NEW ORLEANS

Represented Nationally by Katz

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BROADCASTING*

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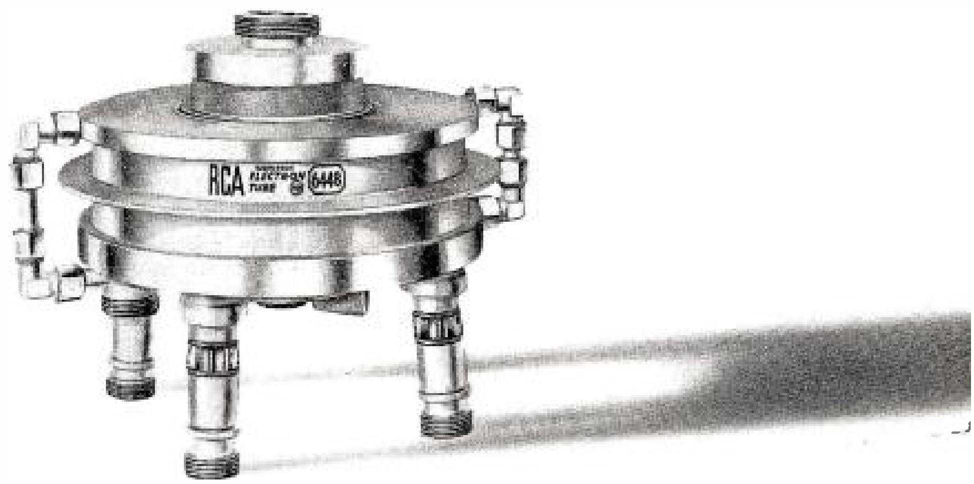
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

C. E. Smith
WKOW-TV
Madison, Wisconsin

CHIEF ENGINEER'S REPORT ON RCA-6448

12,000 "TROUBLE-FREE" HOURS ON CHANNEL 27... AND NO LET-DOWN IN SIGHT!



Read what Chief Engineer C. E. Smith of WKOW-TV in Madison, Wisconsin, has to say about the RCA-6448 beam power tube:

"One of our RCA-6448's has clocked 12,000 hours of service in our visual power amplifier. Another just passed the 10,500 hour mark in our aural power amplifier. Both tubes are still delivering top performance. Long tube life like this is a big item in keeping transmitter operating expenses down."

Many UHF-TV stations all over the country have discovered that proper care of their RCA-6448's often pays off in *extended service far beyond normal tube life expectancy*. Result: reduced transmitter maintenance and downtime, more hours of service per tube dollar.

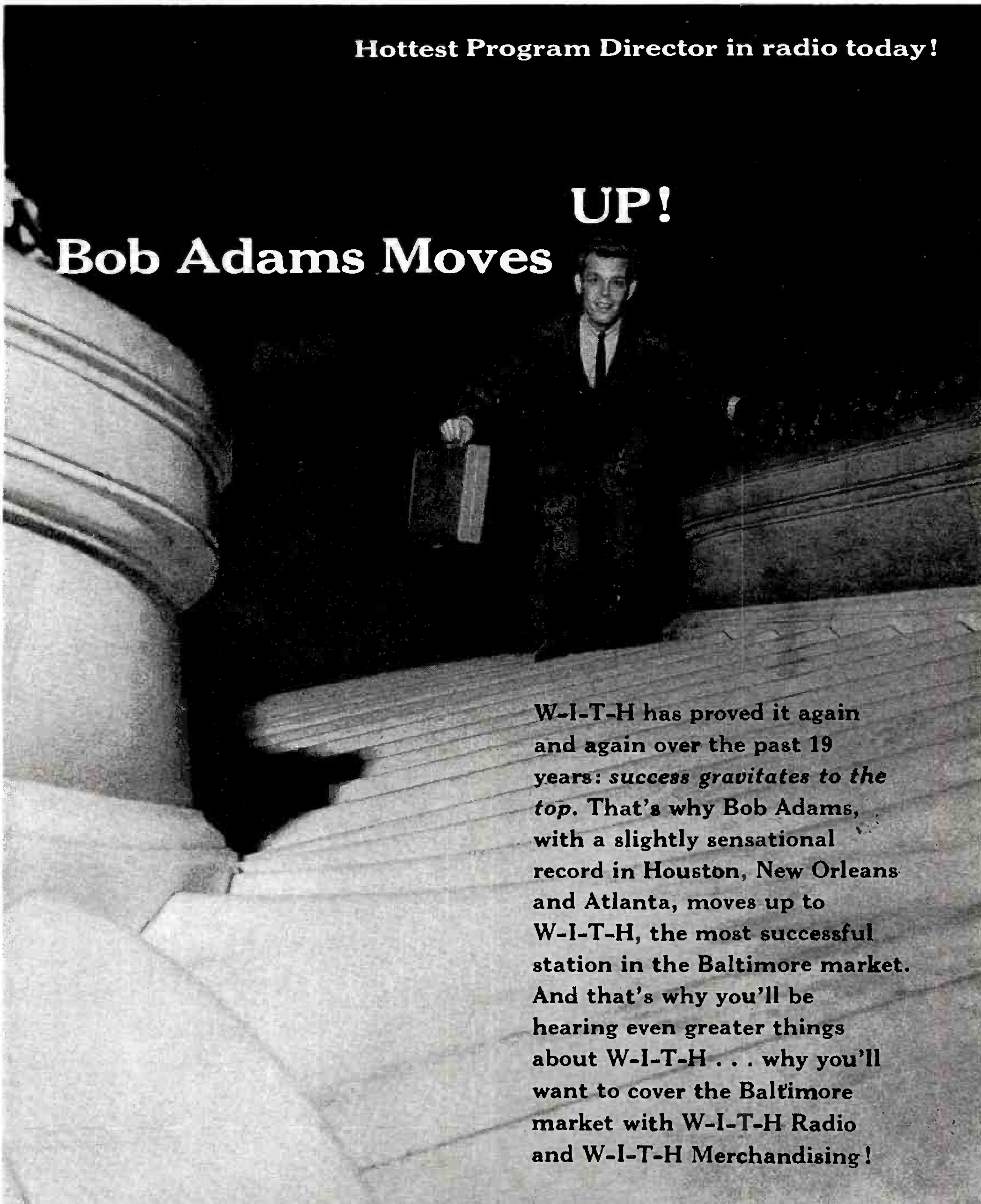
Contact your RCA Electron Tube Distributor whenever you need tubes for broadcasting and telecasting operations. He also carries a complete line of high-quality RCA Sound Tape for your convenience.

RADIO CORPORATION OF AMERICA
Electron Tube Division — *Harrison, N. J.*

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

HOW TO GET MORE HOURS FROM AN RCA-6448

- Use only high-quality water to fill the water system initially and make provision for continuous regeneration of the system water. (A suitable method is given in the RCA-6448 technical bulletin.) Be liberal with water flow through tube ducts.
- Make certain that electronic protective devices are functioning properly.
- "Break-in" new tube in accordance with instructions in the RCA-6448 technical bulletin.
- Raise filament voltage gradually (prevents undue thermal stresses in the filament). Run both filament sections at same voltage—obtained from well-regulated supply.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25V per section). During standbys of up to 2 hours reduce filament voltage to 80% of normal value. For longer periods, turn off filament power.
- Avoid stresses at ceramic seals—especially when tightening or removing water fittings.
- Operate spare tubes periodically.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.


Hottest Program Director in radio today!
UP!
Bob Adams Moves
W-I-T-H has proved it again and again over the past 19 years: *success gravitates to the top*. That's why Bob Adams, with a slightly sensational record in Houston, New Orleans and Atlanta, moves up to W-I-T-H, the most successful station in the Baltimore market. And that's why you'll be hearing even greater things about W-I-T-H . . . why you'll want to cover the Baltimore market with W-I-T-H Radio and W-I-T-H Merchandising!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 1, 1960
Vol. 58 No. 5

BRAVE CRY FOR FREEDOM—ALMOST

Says NAB: the constitution keeps FCC out of programming, but not quite as far out as the NAB used to think it did

The NAB's 12-year "keep out of programming" concept to limit the FCC's authority was softened last week.

In retreating from its traditional position, enunciated in 1947 by then President Justin Miller, the NAB offered a new philosophy—the test of public responsibility.

This doctrine was unveiled Jan. 26 at the Commission's continuing hearing into its own regulatory power. It immediately ran into conflict as President Harold E. Fellows and Whitney North Seymour, NAB's two witnesses, discussed the doctrine's significance during the Commission cross-examination (see excerpts from cross-examination of Mr. Fellows, page 34).

Surprised Commissioners tried to find out if the idea means industry agreement with the theory the FCC has a right to enforce program standards. It does not, judging by a study of the verbal fireworks that developed during cross-examination.

Analysis of the question-answer exchanges, however. shows that the Miller doctrine no longer stands as the association's philosophy of FCC regulatory powers.

Chief Difference • The principal difference in NAB's position is this: NAB now says the FCC can take some cognizance of the licensee's evaluation of his community needs and whether he has lived up to his promises.

A new concept of license renewal procedure was offered by the association. This consists of a basic memorandum or narrative filing at renewal time instead of the present statistical form containing program percentage tables. Mr. Fellows said these tables are construed by many licensees as a "whip" requiring them to follow program category policies.

Mr. Seymour, a noted constitutional lawyer and member of the New York law firm of Simpson, Thacher & Bartlett, represented NAB as special counsel on constitutional powers of the FCC. He submitted formal testimony dealing with the limitations placed on FCC regulatory powers by the First Amendment and Sec. 326 of the Communications Act.

In extensive cross-examination he didn't budge from his basic position that the FCC cannot censor broadcasting and must stay out of programming unless a licensee shows bad faith gravely reflecting on his character. He insisted the FCC can't take away a station's license "because of some belief the station is not serving community needs."

Legal Precedent • The formal testimony by Mr. Seymour, who is president-elect of the American Bar Assn. and chairman of the ABA's Bar Media Committee looking into the right of

HOW MAJOR BROADCASTERS WANT TO BE REGULATED

The FCC saw itself through the eyes of major broadcasting units last week as its sweeping inquiry into its own powers neared completion.

In four days of gamut-ranging testimony dealing with its regulatory authority the Commission:

- Watched the NAB back up from its once firm stand against any Commission dabbling in station and network progamming (see story above).
- Heard NBC advocate an FCC "standard of reasonableness" in program control (see story page 42).
- And CBS oppose enlargement of federal regulation, announce new advertiser ground rules and favor greater opportunity for public participation in programming (page 43).
- Received views of Westinghouse Broadcasting Co. and other witnesses on public service and regulation (page 46).
- Caught a Broadcast Music Inc. charge that American Guild of Authors & Composers was talking through ASCAP's teeth when it claimed BMI was corrupting the nation with broadcaster-owned music (page 50).

Today (Feb. 1) the Commission is to hear Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, state the ABC network's position.


NAB's Fellows


NAB's Seymour


NBC's Sarnoff


CBS' Stanton


WBC's McGannon

broadcasters to cover court trials, presented a detailed history of court and legislative actions dealing with the First Amendment, Sec. 326 and FCC's powers. He conceded FCC "might reasonably ask applicants for initial licenses or renewals to submit evidence as to their plans to meet the desires of the communities in which they operate, for it is in the local community that their operations must be appraised."

Mr. Seymour said that while the Commission "may not substitute its taste and judgment for that of the licensee, it is not required to close its eyes to abuses by a licensee which reflect on its qualifications to enjoy the privilege."

At the same time he insisted Congress had recognized broadly in Sec. 326 that the Commission could not act as a censor, imposing an explicit prohibition which covers previous restraint. The First Amendment, he explained, applies both to previous restraints and subsequent sanctions. And he stated, "The Commission is given no supervisory control over the general content of programs. and the selection of material for broadcasts is exclusively the province of station licensees."

Mr. Seymour cited Supreme Court language that "the public interest, convenience, or necessity standard for the issuance of licenses would seem to imply a requirement that the applicant be law-abiding."

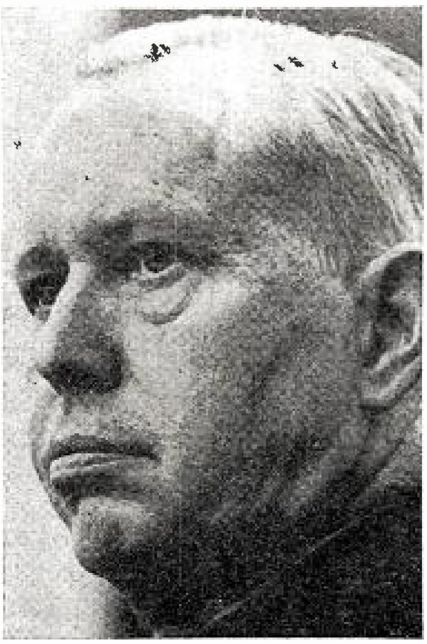
Rare Exceptions • While contending particular program items can only rarely serve as the Commission's basis for determining that an operation is not in the public interest, he conceded that besides bad character there may be a narrow exception in the case where a licensee made "practically no attempt to consider the wishes of any part of the public."

"Changes in taste, the encouragement of greater interest in better forms of instruction or entertainment than may be available, must flow primarily from the efforts of broadcasters to satisfy the public taste in their communities as it advances through the influences of church, school and home," he said. He said the Commission, in cooperation with other federal authorities, "can prevent knavery and assist the industry in barring corruption."

As to types of programs, he said, "The Commission is not entitled to say to tired farmers, businessmen or even lawyers that they must watch or listen to cultural programs instead of enjoying the kind of entertainment they may prefer, even if their preference saddens some. . . . The provisions of the First Amendment reflect a basic decision that occasional abuses of the right of free speech—exasperating though they may be or lacking in taste as some may think—are still preferable to any system of governmental control over what people think and say. Recent public concern with certain instances of improper actions in radio and television, such as the so-called 'payola' and 'rigged' shows, should not be allowed to blur our fundamental principle that, except for the few narrowly defined exceptions to the First Amendment discussed above, the government has no proper concern with the substantive content of the ideas communicated among the public, whether they are thought to be entertainment or instruction."

Censorship • Under cross-examination, Mr. Seymour said regulations or prohibitions on westerns, for example, would be censorship. An FCC requirement that all stations have certain percentages of certain programs would be censorship, he insisted. He called himself "a *San Francisco Beat* man."

A line of questioning designed to show that programs with advertising content or advertiser control are outside the First Amendment's protection drew this comment, "They are not outside the First Amendment because of advertiser participation."



NAB's legal witness • FCC can't get into programming under the limitations imposed by the First Amendment and Sec. 326 of the Communications Act, according to Whitney North Seymour. A nationally famed authority on constitutional law, Mr. Seymour in appearance at FCC hearing as special NAB counsel, said programming isn't the FCC's business unless a station's performance gravely reflects on the licensee's character or unless it broadcasts material in the obscenity-depravity-violence category. Mr. Seymour rode out lengthy cross-examination without yielding a point.

Asked by FCC Chairman John C. Doerfer about his court experience in constitutional cases, Mr. Seymour recited a long list of cases over several decades and his service as Assistant Solicitor General of the U.S.

When Comr. Frederick W. Ford asked about the Fellows proposal for narrative reports at renewal time and the possible loss of license as a result of a report, Mr. Seymour said loss of license could only be possible if bad faith or grave reflection on character in not meeting community needs were shown.

Answering a question by Comr. Robert E. Lee, he said amendment of Sec. 326 is not necessary since the Commission has "ample authority without interfering with programming to make sure licensees fulfill their responsibility."

No 'Percentage' • Mr. Seymour answered a question by Comr. Robert T. Bartley about the right of Congress to require 20% cultural programs, for example, with a flat "No." To another question on FCC powers, he said, "The Commission can't take away a license because of some belief the station is not serving community needs."

"No group is wise enough to exercise control over the tastes of people," he said in response to a query by Comr. Rosel H. Hyde. He said the industry "uses experience but doesn't legislate for the group" in drawing up and enforcing codes of ethics.

Asked by Chairman Doerfer how the Commission can rule on deception, wrestling for example, he gave this test, "Does the deception reflect on the character of the licensee?"

Under stiff questioning in the morning by Commission counsel and commissioner, Mr. Fellows stuck to the position that FCC can't get into program control, but some of his comments dealt with program balance and public service policies of stations (see transcript excerpts). Comr. John S. Cross fired questions built around what he described as nationwide evidence of dissatisfaction with programming.

"How about murder, mayhem, mediocrity?" Comr. Cross asked at one point. Mr. Fellows suggested this type of criticism is overemphasized by people who feel there should be no programming of these types. He said there are always vocal minorities.

Miller Doctrine Deviation • The questions asked by Comrs. Ford and T.A.M. Craven dealt with NAB's deviation from the original Miller doctrine. Comr. Ford said, after questioning, that he and Mr. Fellows seemed to be in agreement. Comr. Craven's brief questions brought an agreement from Mr. Fellows that he

The Soul of Radio ~

The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennas of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it was that Tecumseh, the greatest Indian of all time-statesman, orator, warrior-followed the pursuits of peace and combat. Within sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

Birth is always a solemn thing and our emotions are deeply stirred as W·H·I·O· is announced as a new thing of life. May I express this christening sentiment ~ that the voice of this Miami Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark; that it will build a love for goodness and beauty; that it will plant in the hearts of men a philosophy that will help them to see Divinity in sunshine and shadow; that it will sense its obligations to the more than a million people who are by common interest to be our immediate radio fireside. In brief, may WHIO in its long watches of the night and in its endless days be conscious of its duty to God and humanity.

Remarks of Ex-Governor James M. Cox, Saturday Evening, February 9, 1935, at the dedication of Radio Station WHIO could not go all the way with the Miller doctrine.

Comr. Lee asked Mr. Fellows what he thought of the magazine concept of broadcast advertising (announcements between programs, with sponsor having nothing to do with programs). Mr. Fellows said he couldn't see how this plan could benefit anyone. He contended the advertiser should have some interest in the show, adding that advertiser-agency creativeness has been responsible for some of the better broadcast programs.

When Comr. Bartley suggested that programs should carry announcements that advertisers have influenced their editorial content, Mr. Fellows said the plan would desecrate program acceptance and there really isn't any need. He conceded news programs should be controlled by the licensee.

Comr. Hyde observed that NAB's longtime advocacy of the right to editorialize had brought minimum results. Mr. Fellows agreed the industry had a long way to go in using this form of programming since FCC abandoned the old Mayflower anti-editorial ban. He conceded he had been "amazed" by the quiz-rigging exposures. If they had been exposed immediately, Mr. Fellows said, all would have been over in two weeks.

The cross-examination ranged into ratings, employe acceptance of payola and the ability of NAB to inforce self-regulation.

Self-Regulation Steps • In his prepared testimony Mr. Fellows listed these steps to show how industry self-regulation is being strengthened:

Subscribers to radio standards now total 1,190 stations; new standards language adopted to ban payola and other deceptive practices; informal Radio Board approval of non-membership subscription to standards, with formal action expected in early March; plans for more personnel, to put teeth in standards.

Tv code strengthened against quiz rigging and payola; subscribers now total a record 378; monitoring increased; Los Angeles office set up for film industry liaison; New York activity to be expanded; action in personal products field; enlarged budget planned; publicity campaign in preparation; code-conformance language sought for commercials in advertiser-agency tv contracts; government agencies will be invited to supply code board with copies of all complaints from viewers.

Mr. Fellows' prepared testimony, a 15,000-word document accompanied by 10 exhibits, included a history of broadcast programming and operating practices and showed the industry's basic role in the nation's life. He recited research techniques and defended properly used ratings. His basic theme was that government control of broadcasting would be a more dangerous threat to the American people than to broadcasters themselves, challenging the FCC's right to meddle in programming. He referred legal aspects of FCC powers to Mr. Seymour.

Radio standards • Cliff Gill, KEZY Anaheim, Calif., testified at FCC hearing that NAB's Radio Standards of Good Practice have doubled subscriber list in recent weeks. He appeared as chairman of NAB standards committee, listing steps association has taken to strengthen language of standards. Next step, he said: Admission of non-NAB members to subscription rolls.

Code History • Progress in the NAB's Standards of Good Radio Practice was reviewed for the Commission Jan. 25 by Cliff Gill, KEZY Anaheim, Calif., chairman of the standards committee.

Mr. Gill said broadcasters' acknowledgment of their obligation to the American family, expressed in the standards preamble, has enabled the industry to develop as a free medium in the American tradition. "No one censors American broadcasting," he said. Citing the history of radio codes since 1937, he said a survey in the 1930s showed a specific ban on liquor advertising had virtually driven it from the air.

New code problems arose with the postwar influx of new stations, according to Mr. Gill, leading to a series of provisions that strengthened the document. He mentioned the ban on bait-switch advertising as an example. In recent years a pledge of adherence has been added to the radio code.

Currently 1,219 out of 2,020 member radio stations, 60%, are code subscribers, Mr. Gill said. Only NAB member stations are eligible to subscribe, he explained, but he predicted the privilege will be extended to all stations as the result of the informal NAB Radio Board poll that favors the idea. Last Dec. 16, he said, new provisions were added to eliminate payola, loaded interviews and rigged quiz programs along with a board amendment eliminating "any other deceptive practices." The Dec. 16 amendment have been ratified by the board.

After the board acts on admission of non-member stations to the radio code, Mr. Gill said, a drive will be set in motion to enlist non-member stations. Enforcement provisions will be strengthened.

HOW NAB REVERSED ITS HISTORY

NAB's new "Test of Public Responsibility" doctrine, unveiled Jan. 26 as the association's revised concept of the FCC's power to regulate station programming, produced an all-day series of cross examinations as Commission members and counsel jockeyed with NAB President Harold E. Fellows (main story page 31).

Setting off the Commission questioning was Mr. Fellows' formal statement of the new doctrine (see below). The questions produced elaboration on the doctrine's meaning as Mr. Fellows went into such topics as program balance and licensee responsibility.

Answers adduced at the Jan. 26 morning session were revised in the afternoon questioning, particularly as FCC Chairman John C. Doerfer inquired about which comments represented industry position and which were Mr. Fellows personal views.

Questioners, besides the chairman, included Commission counsel, Ashbrook E. Bryant, and Comrs. Cross, Ford and Craven. They probed into the extent NAB's new concept represented industry concessions to hitherto disputed power over programming.

Fellows' prepared statement

Here in condensed form is the essence of NAB's position on the FCC's power to regulate programs, as stated in the formal testimony Jan. 26 of President Harold E. Fellows:

"We believe that the satisfaction of public interest, convenience and neces-

Change of course • The NAB has developed a new theory of broadcast regulation which varies from its historic stand. Harold E. Fellows (l), NAB president, explained it to the FCC last week. He called it the application of a "test of responsibility" and said it was a departure from the view, held by the NAB for years, that the FCC must keep out of programming unless a law is violated. Douglas Anello (r), NAB chief counsel, reportedly had a strong hand in fashioning the new policy which Mr. Fellows presented last week.

sity is the clear responsibility of the licensee himself.

"This responsibility of affirmatively determining the public interest community by community belongs to the thousands of station executives and personnel who daily serve their respective audiences.

"We believe the Commission should enunciate, once and for all, that no central governmental body should attempt to assume this basic responsibility of the licensee even if it could constitutionally be given the authority.

"If his [licensee's] actions are such that he demonstrates a continuing and reckless dishonesty or irresponsibility, then he shouldn't have a license anyway.

"We believe, therefore, that the present requirement for a broadcaster to submit to the Commission a statistical breakdown of his programming activity is unrealistic and unnecessary. We believe it would be far more useful to the Commission and responsive to the public interest if the broadcaster, in applying for renewal, recited in narrative form the steps he had been taking in the preceding three years to determine the public interest, at the same time relating the changes that had taken place in his programming pattern and the local manifestations that impelled those changes. . . .

"The Commission would not consider individual programs in granting or denying a license other than those that clearly violate such existing laws as those dealing with lotteries, profanity and the like. The Commission thus would be judging a licensee on the basis of his responsible service to a responsible portion of his community—for it is possible to serve the public interest by scheduling only classical selections during musical periods and for that matter, also for scheduling only popular music.

"If, in its review of such narrative reports, the Commission should find no evidence of a bona fide effort on the licensee's part to respond 'to the wants of a responsible element of the community' or should find, for example, that deceptive advertisements were knowingly broadcast, then there would arise such question concerning the licensee's character that the Commission should investigate the matter further."

Fellows under questioning by Ashbrook Bryant, FCC counsel

Mr. Bryant cited this colloquy between Sen. Wallace White, chairman of Senate Commerce Committee, June 17, 1947, and Justin Miller, then president of the NAB:

Chairman White: "I would like to have your view as to whether, in reaching a conclusion as to the public service or the want of public service being rendered, the regulatory body has a right to look at the programs and has any control whatsoever over the programs they send out."

Mr. Miller: "I think it has not."

Chairman White: "So you would say that the quality of the programs has nothing to do with the question of whether a public service is being rendered or is not being rendered."

Mr. Miller: "I do. Unless it goes so far as to constitute a vicinity or incitement to crime or something like that which is well within the limits which have been placed upon the freedom of speech generally."

Then Mr. Bryant asked: "Now I gather that the position you are stating here today is somewhere midway between those two views. Or is it?"

Mr. Fellows said: "I think I stand just as Judge Miller stood in that statement, sir. If you understand our position—perhaps I need to elaborate it. We do not say that the Commission has no right to investigate the programming content of any station. We start by saying that before the man is given a license or a renewal, that he should state what manner he has pursued in attempting to determine the public interest, convenience and necessity, the wants, the needs of that particular community which he chooses to serve or to continue to serve.

"Then he states the manner in which he proposes to meet these wants and desires; or, if he is then up for renewal, he proposes the manner in which he has met them.

"It is not necessary that the man attempt to do what everyone else in town is doing. This may be a multiple-station city. It may be that there is an open area, such as popular music, which is not being properly covered. If it is program content, he decides to seek that type of broadcasting and then can support his contention that it is needed, in his application, in its narrative form.

"That is his business, not the Commission's business, unless they find that he has become far too unbelievable in his statement that this is necessary or needed in the area. This is not up to the Commission to decide, what his programming should be, and certainly not the best judgment of the musical selections that he plays or the programs that he gives.

"But the Commission does not have a right, and I cannot see how it can properly determine whether or not the man has met the public interest, convenience and necessity, unless it concerns itself with his overall program structure."

Mr. Bryant: "In terms of what, Mr. Fellows?"

Mr. Fellows: "In terms of whether or not he has given any help, exerted any effort in the direction of civic health, education, things of this nature. And this means that he may not be covering the entire waterfront, so to speak. He may well have picked certain things that he thought that were not being sufficiently covered.

"But again, as he tried to reasonably meet the needs of the community, as he attempted in some fashion, in some reasonable fashion, to meet things that need to be done, to support, to get back of them, this is the thing that concerns the Commission and not the individual programming, if the Commission has already passed on the nature of its programming."

Mr. Bryant: "If I understand you correctly, you do, then, state or concede that there needs to be or should be some standard or frame of reference in which the Commission can judge whether the individual person is meeting the public interest on the basis of his evaluation in the community. In other words, how do we judge what he is doing?"

Mr. Fellows: "These things that you are throwing toward me now seem to me to indicate that you want or you believe possibly that the Commission should have the right to investigate programming, per se. I am saying that I do not think they do. . . . The Commission should have access to this man's [licensee's] complete program structure, because I do not see how else they can determine whether or not this man has completed his job in the public interest, convenience and necessity. . . .

"I think there are many cases throughout the country where we cannot consider that every single station should be, as we used to call it and you are still calling it, or intending to, balanced. I do not know what balance is, except as I have practiced it in the many years that I have operated a radio station. I believe that a station should be balanced. I was the only station in the town, and I attempted to balance it, as I understood the word at the time. . . . One station cannot possibly serve all of these people [in a metropolitan area] satisfactorily, if it wants to come down to that point of trying to give everybody what they want. I think seven or eight stations do a much better job if they all of them try to balance in the general sense."

Mr. Bryant: "In what way do you think, if you do, that that initial right of the broadcaster to select his programming in terms of his judgment as to the needs and interests of his community is currently being impinged?"

Mr. Fellows: "I think it is being impinged by the statistical breakdown that is required in the form. I think this has traditionally been accepted down through the years and has been accepted as a sort of a whip."

Fellows under questioning by Comr. T.A.M. Craven

Mr. Craven: "As I understood your response to Commission counsel, you adopt the legal philosophy expressed by Justin Miller when he was president of the NAB?"

Mr. Fellows: "Basically, when he read the philosophy, I am entirely in agreement with one point, the first part of that. The second portion of what he read stops me. There is a question there. I think this is in the questionable area."

Mr. Craven: "Thank you . . ."

Fellows under questioning by FCC Comr. John S. Cross

Mr. Cross (answering comment by Mr. Fellows that self-regulation is the one and proper answer to this entire problem): "I see. 'Go and sin no more; but if you do sin again, we are going to sic the FCC on you.' Is that about what it amounts to?"

Mr. Fellows: "I don't think it means that."

Mr. Cross: "How would you suggest that this Commission, in a hands-off policy, which, as I take it, you recommend to us here, could do any good with that sort of people [station operators after a 'fast buck']?"

Mr. Fellows: "Commissioner, I do not want to take issue with you in saying that I am recommending a hands-off policy. I am not, sir. I am simply recommending a new approach to the business of issuing licenses and renewals.

"I am insisting that the Commission itself should not concern itself with the individual programs of any station, but it should concern itself as to whether the man given the authority to operate that station or to own it has proved to you, to the Commission, that he has properly and intelligently gone into the determination of the needs and wants of that community, and then state to you the manner in which he proposes to meet those needs and wants, and the Commission then acts upon whether or not he has intelligently gone about it."

Mr. Cross: "Can we take his word, lock, stock and barrel; or do we go out and make sure whether he is telling the truth, or he is a liar?"

Mr. Fellows: "Unless you have some reason to doubt his word, I think you have reason to take his word as he has proposed it to you in the first place. I might add, sir, that I think the type

Allocations hearing tomorrow

The FCC is expected to furnish most of the testimony on tv allocations this week when the Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) begins its hearing at 10 a.m. tomorrow (Feb. 2) in Room 5110 of the New Senate Office Building.

Two other witnesses scheduled as of late last week will be Rep. William H. Ayres (R-Ohio), who tomorrow will discuss uhf troubles in Akron. On Friday, Martin Essex, superintendent of schools at Akron, will discuss the same problems. Also on Friday, William L. Putnam, president of Springfield Tv Broadcasting Corp. stations, a group of uhf outlets, will testify.

Kenneth Cox, special tv counsel for the subcommittee, will be present at this week's hearing. He plans to return to his home in Seattle at the end of the week. He said he would like to complete FCC testimony this week and get to other important witnesses, but hinted there is a loss of interest in the uhf-vhf problem.

BIG BITE OUT OF THE NIGHT!

ABC-TV first on Sunday, Tuesday, Thursday, Friday and second (never third) on the other three nights.*

	*Average audience rating	*Average share of audience
ABC-TV	20.1	30.9
NET Y	20.0	30.7
NET Z	18.1	27.8

*Source: Nielsen 24 Market TV Report for week ending January 10, 1960, 8:00-10:30 PM on seven nights of the week, Monday through Sunday.

Ban spots cleansed

Ban's Greek statues are having their armpits washed.

An imminent Ban ban, fanned by wide criticism of commercials for the Bristol-Myers anti-perspirant, may never materialize now that Ogilvy, Benson & Mather is cleaning up its spots.

The cleansed spots were scanned Jan. 28 in New York by Donald H. McGannon, Westinghouse stations, chairman of the NAB Tv Code Review Board and other code personnel.

After the session it appeared NAB's objections to the most-discussed commercials of the season had been met at least in part. There remained at least one portion to be further modified.

The first storyboard of what would be the third series of Greek statue spots for Ban was reviewed Jan 22 at NAB's Washington headquarters (BROADCASTING, Jan. 25). This storyboard for the new commercials has been studied by NAB code board members and staff.

Removal of objectionable portions of the commercials, perhaps including modification of a sepulchral narration as well as arrows directed at silhouetted armpits, will not require major production overhaul judging by developments last week. There appeared no demand that the statues be rephotographed, most of the basic footage still being usable.

New commercials will retain the basic concept, it appeared at the weekend, as "matters of taste" guide the revision process. NAB has lauded the agency and advertiser for their cooperation. The commercials have been questioned at the FCC's current hearings on its own regulatory powers but the Commission touched the subject only lightly when Mr. McGannon said the code board was reviewing the matter.

The first set of Ban commercials went on the air last Aug. 24, running to Jan. 9. These spots brought criticism from the Federal Trade Commission. A second set has been running the last few weeks. These are the spots now going through the NAB wringer.

of man you are talking about when you mentioned these people who may be liars and may be the other kinds of people, I think they will always exist to some degree in broadcasting or in trucking or in any other phase of our existence."

Mr. Cross: "And you think it is impossible to do anything to correct it?"

Mr. Fellows: "I think some people. As to them, it is impossible to do anything with them until you catch up with them."

Mr. Cross: "That is just it. The question is, how do we catch up with them?"

Mr. Fellows: "I don't think anything you might originate would solve that problem, sir."

Fellows under questioning by FCC Comr. Frederick Ford

Mr. Ford: "As I understand, your position is that the Commission is properly within the scope of its authority, whatever the ultimate of its authority may be, but it is well within the scope of its authority when it requires a broadcaster to make an effort to determine, in his local community, what the public interest requires him to do."

Mr. Fellows: "Yes, sir."

Mr. Ford: "And that that is the standard, what he finds out, as to what his performance should be that is the standard he should adhere to."

Mr. Fellows: "That is right. And the Commission looks at his application forms and determines whether or not this man has, to their minds, gone at it intelligently, thoroughly and understandingly."

Mr. Ford: "Whether he has made the effort."

Mr. Fellows: "Has made the effort to really find out."

Mr. Ford: "Well, it is not very difficult to present evidence that an effort has been made, is it?"

Mr. Fellows: "We then ask him to present evidence as to what he means to do about it, what part of it."

Mr. Ford: "As to the question of his effort, there is some question raised here in your testimony as to whether we would send investigators out and all this sort of thing. As I understand, you agreed that that could be done."

Mr. Fellows: "I did."

Mr. Ford: "But is not there an easier way to do it, for the Commission to require him to submit evidence of the effort he has made?"

Mr. Fellows: "Yes, sir."

Mr. Ford: "So there is not any question about it."

Mr. Fellows: "I quite agree with that. There is every possibility of that."

Mr. Ford: "Because it is done every day in comparative cases."

Mr. Fellows: "That is right."

Mr. Ford: "The next thing is whether or not his plans to meet what he has determined the public interest requires him to do reasonably correspond with what he says he ought to be doing."

Mr. Fellows: "They are in direct relation to what he says should be done. That is correct."

Mr. Ford: "Then the question becomes not a question of whether his (station's) individual programs are this, that or the other thing, or whether it is a matter of taste or selection or what else; it is a question of whether he is discharging . . . responsibilities."

Mr. Fellows: "That is right. In the public interest, convenience and necessity."

Mr. Ford: "There has been a lot of talk about balance ever since you have heard anything about the radio programming. As you indicated, a good broadcaster that operates his station conscientiously is conscious of balance."

Mr. Fellows: "Yes, sir."

Mr. Ford: "Whatever it means to them, it has some meaning to every individual. He may put a different interpretation on it, but there is a concept of balance. Well now, if he makes this conscientious effort to determine what the public interest requires and what its needs and hopes and aspirations are in his service area, programming-wise, and if he does a reasonably good job of that, doesn't that automatically take care of balance?"

Mr. Fellows: "Yes sir, it does."

Mr. Ford: "And it would be different in one community than in another?"

Mr. Fellows: "Varying from community to community and from station to station."

Mr. Ford: "In the same community?"

Mr. Fellows: "That is right; in the same community."

Mr. Ford: "We do not seem to have any difference; thank you."

Fellows under questioning by FCC Chairman John C. Doerfer

Mr. Doerfer: "I would like to have you tell me something about the preparation of your direct statement."

Mr. Fellows: ". . . We had a task force, so-called, back of this direct statement: Three members of our Tv Board, three members of our Radio Board, and some six executives within our organization . . ."

Mr. Doerfer: "And these were duly elected representatives of the NAB?"

Mr. Fellows: "They were, sir."

Mr. Doerfer: ". . . The statement itself, to the best of your knowledge, represents a cross-section of the opinion of your industry?"

Mr. Fellows: "I sincerely believe it does, Mr. Chairman."

Mr. Doerfer: "Now, with respect to

your answers to some of the questions this morning, obviously you had not consulted with the membership?"

Mr. Fellows: "On some of them, yes."

Mr. Doerfer: "So it is quite possible that some of your answers to questions given represent your own opinion and not that of the industry?"

Mr. Fellows: "Yes, but I doubt that in some cases they represent just my own opinion; they represent an opinion which I share with others of our executives. They are in-the-house opinion in some cases; in some cases they may be strictly mine."

Mr. Doerfer: "I thought I detected an inconsistency, if I may say so, between some of your statements in direct testimony and some of your answers to questions by both counsel and some of the Commissioners.

"I would like to direct your attention to page 15 (of formal statement), the third paragraph from the bottom in the left-hand column:

> " 'This responsibility of affirmatively determining the public interest, community by community, belongs to the thousands of station executives and personnel who daily serve their respective audiences. We believe the Commission should enunciate once and for all that no central governmental body should attempt to assume this basic responsibility of the licensees, even if it could constitutionally be given the authority.'

"Now, that represents, of course, the opinion of the industry within the qualifying terms that you and I just discussed."

Mr. Fellows: "It does, sir."

Mr. Doerfer: "However, unless I misunderstood you, you indicated before that the Commission has got the right to check a prospective licensee or an experienced licensee's application for an original license or a renewal license with respect to certain determinations or representation he has made to the Commission, isn't that correct?"

Mr. Fellows: "Yes, that is correct, but he has—"

Mr. Doerfer: "Now, if he is the sole judge as to that and he has made representations to the Commission in any kind of language which may be understandable to some and completely mystifying to others, nonetheless, isn't he the sole judge as to whom those moods and needs change?"

Mr. Fellows: "Yes, he is."

Mr. Doerfer: "Then what right has the Commission to say or to threaten to hold back renewal of his license?"

Mr. Fellows: "This is where the area of misunderstanding took place, Mr. Chairman."

Mr. Doerfer: "Then I would like to ask, by what authority does the Commission command him to report periodically whenever he wants to change?"

Mr. Fellows: "In the first place, we want to know if he is living up to what he said when he first applied for license or applied for his renewal.

"In the second place, you want to know whether or not he is serving the public interest, convenience and necessity, whether with regard to the type of programming he is doing or whether in regard to the effort he has made for charity, or something like this.

"Now, my statement says that the Commission as such has no interest or no control over programming even to the extent of categories. It is not concerned with the programming on his station, and the Commission has been told what type of programming he intends to do, and he has found the way to intelligently and rather thoroughly prove that there is a need and acceptance for that type of programming in his community.

"Then the Commission's concern, when he comes up for renewal, is as to whether or not he has done what he said he would do in the first place."

Mr. Doerfer: "How can this Commission, by just combining the number of programs together, throw them in the scale and say that they are out of balance?"

Mr. Fellows: "The Commission cannot say that they are out of balance."

Mr. Doerfer: "In your opinion that violates the law of censorship?"

Mr. Fellows: "It does, indeed."

Mr. Doerfer: "Then by what token and what right does the Commission have to look at the overall balance in programming?"

Mr. Fellows: "I don't think that the Commission any longer, or for a long time since, has a right to go after what we so frequently term program balance."

Congress' job

Congress must decide in the months ahead whether television will operate under a minimum of government control or whether it will function under an FCC superstructure with powers of national censorship, FCC Chairman John C. Doerfer told a meeting of the antitrust law section of the New York State Bar Assn. in New York last Thursday (Jan. 28).

Mr. Doerfer was outspoken in his view that he much preferred a minimum of governmental intrusion into broadcasting.

<u>Every</u> important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one—the Nation's No. 1 market in retail-sales-per-family. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

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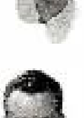


Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

SARNOFF: 'LET'S BE REASONABLE'

NBC head emphasizes industry diversity in urging 'broad standards'

As the lead-off network witness, Robert W. Sarnoff, NBC board chairman, urged the FCC to establish a "standard of reasonableness" in programming and to place primary emphasis on "self-regulation and self-development" by the broadcasters.

"In a free society such as ours," the NBC chairman warned, "the public would not be served by imposing federal regulation on the program process of broadcasting any more than the public would be served by imposing regulation on how the press fills its columns."

Noting that broadcasting serves a public of widely different tastes and interests, under different and changing conditions, Mr. Sarnoff said the Commission "standard for programming should be the standard of reasonableness—reasonableness in recognizing the interest to be served and in making a contribution toward serving them." He continued:

"I propose this broad standard because it best fits the diverse and dynamic nature of the broadcast medium. More detailed standards . . . would be too inflexible to embrace all the ways in which the public interest can be properly served. If the Commission were to lay down rules on what kinds of programs should be offered, in what proportions and where they should be placed in the schedule, it would mean acting as the ultimate Solomon—the mediator and the arbiter of the tastes of 180 million people. . . ."

In most tv situations, Mr. Sarnoff maintained, natural competitive forces produce a diversified service that meets a standard of reasonableness.

Licensing Procedures • The most effective way for the FCC to consider license renewals is to place primary emphasis on self-regulation and self-development, the NBC spokesman said. "The Commission should operate on the basic premise that by attracting and maintaining an audience in competition with other broadcast services and other media, the licensee has met a public need," Mr. Sarnoff stated.

He proposed the Commission scrap its current programming questions, with breakdowns by types, in favor of narrative accounts by the licensee of what he has provided and proposes to meet the public interest. "For example, an affiliated station might show how acceptance of a network service itself represented a responsible choice of programming, even though the licensee did not participate in any detail in deciding the composition of that service," he pointed out.

Code Recognition • Mr. Sarnoff suggested that the Commission "give official recognition" to the NAB Tv Code "to encourage broadcasters in exercising their own responsibility." Four of the commissioners questioned the witness at length on this proposal, with Comrs. Craven and Ford asking if he was not inviting FCC censorship. Comr. Doerfer wondered aloud if the FCC would be delegating its authority by endorsing the code.

"I see no real risk here," Mr. Sarnoff replied. "These codes embody the program and advertising standards created by broadcasters themselves for their own regulation. . . . The Commission would not be interfering with the process of self-regulation, but would be strengthening it. And, by giving its official blessing to these codes, it would help make them more effective and universal in their application."

In contending that NBC-TV presents balanced programming, the network's chairman said its concept of service in the public interest is one that gives reasonable satisfaction to the varying interests of the main audience, but does not allow majority tastes to suppress minority interests. Popular entertainment must predominate, he said, but a responsible service also will include the more cultivated arts which have not yet established mass appeal. In addition, significant recognition to non-entertainment programs must be given, he said.

NBC's Sarnoff

"Ironically, many who criticize tv most are unwilling to assume the small burden of program selection to satisfy their own tastes," Mr. Sarnoff maintained. "I do not think it can be questioned that out of a total week's tv offerings, there is a volume and variety of rewarding material for every significant element of the audience if viewers will make the slight effort to seek it out."

Comr. Ford asked NBC to provide the FCC with its total expenditures for the past year in seeking to determine what the public needs and wants.

Step-by-Step Reply • Mr. Sarnoff detailed a reply to critics who have charged tv is suffering from a lack of public interest programming, mediocrity, westerns, mysteries, and violence. Essentially, the criticisms against programming are criticisms of degree, he said. He detailed the evolution of the medium over the past 10 years as "hardly perceptible from one season to the next [but] giant strides for a period of only a decade."

"It may not be amiss to observe that this remarkable growth was launched by the willingness of the networks to risk many millions of dollars, and nourished by the support of the nation's advertisers, whose role in television has been called to account by so many witnesses," Mr. Sarnoff said.

Much of the criticism of tv issues from the "double barreled charge that it is degraded by conformity to advertisers' objectives and by the worship of ratings," he stated. The influence of advertisers is based on judgments of audience reaction, with the public in ultimate control, the NBC executive said.

NBC takes the objectives of advertisers into account in determining the makeup of its programming schedule, Mr. Sarnoff stated, "but the final shape of the schedule remains our complete responsibility. . . . The influence of advertising on broadcasting is expansive and not restrictive, because it makes possible the resources for all we do, sponsored or unsponsored."

In answer to a question, he said it is an "impractical suggestion" to seek the divorcement of advertisers from programming. An advertiser's influence is helpful, not detrimental, he maintained.

Use of Ratings • The critics of ratings are the people who understand them and how they are used the least, Mr. Sarnoff charged. "The various rating services, when properly used, serve three purposes," he said. "They provide a general body of information about the public's taste, viewing habits and program preferences; they measure audience behavior, and they define the circulation a broadcaster sells."

The complaints that ratings dictate programming, driving it to the "lowest common denominator, do not square with the facts," Mr. Sarnoff maintained. "Rating information is only one of the factors in program planning and, as our schedule makes clear, our program judgments and decisions involve considerations other than the size of audience alone."

In answering a question by Chairman Doerfer, Mr. Sarnoff gave this breakdown of NBC programming by categories: comedy, 2%; drama, 6%; mystery, 7%; comedy and variety, 10%; musical variety, 3%; audience participation, 10%; sports, 8%; westerns, 6%; children, 2%; news and interviews, 14%; education, 5%; religion, specials and adventure, 8%, and serials, 5%.

By comparison, he said, 10 years ago 42% of the NBC programming consisted of variety offerings.

No Network Regulation Wanted • Advocates for network regulation are directing their fire against an "artificial target," the network executive stated. "This suggestion apparently stems from the theory that networks share with advertisers and the rating systems the chief blame for the faults some observers find in the total broadcast service, and that licensing networks will eliminate these faults."

He maintained that it is the network program service today that serves as the major element of balance for all tv. It is unnecessary to license networks for evaluation of their services, because this service reaches the public only through stations already licensed, Mr. Sarnoff maintained. To try to license both groups would create confusion and inconsistencies, he told the Commission.

In cross-examination by FCC counsel Ashbrook Bryant, Mr. Sarnoff took issue with the contention of prior witnesses that affiliates cannot evaluate in advance network programming. He said they have ample opportunity to know the content of NBC-offered shows if they would take advantage of the network's liaison. More information is made available to affiliates by NBC than the station operators realize, he emphasized.

It would not be feasible for the three tv networks to work out a system of alternating shows so that different types would be available at all times, Mr. Sarnoff told Comr. Bartley. This, he said, would effectively end competition and result in only one true network.

Mr. Sarnoff felt the FCC "could not and should not" adopt any rules requiring affiliates to carry network sustaining and public service programming. The use made of such offerings by affiliates could properly be considered by the Commission at license renewal however, he said.

STANTON: GAPS AND IMPERFECTIONS

CBS president cites industry's ills and proposed cures

"I am glad to have the chance to be a part of these hearings because I believe them to be the most important and critical in my quarter of a century in broadcasting," CBS Inc. President Frank Stanton told the FCC in a statement prepared for delivery Friday (Jan. 29).

After a lengthy analysis of all the problems facing broadcasting, with their possible cures and effects, Dr. Stanton said that he must reject any further government intrusions. "I must in all candor tell you that I am not comfortable when I see where I have been driven," he stated. "Surely, since it is the airwaves which are being used, since the impact of tv is so large, since its promise is still not yet fulfilled," Dr. Stanton continued, "the government ought to be able to do something about it. Surely, the government need not stand idly by if, in these times of crisis where survival of the nation itself may depend upon public knowledge, this great medium should devote itself solely to escapism—to westerns—to rock and roll—to murder, mayhem and mediocrity. Shouldn't the government be able to do something about that?

"But, then, I look at the alternatives and [they] in one form or another come down to this: that the government take over the direction of a medium of communication in order to decide for itself what ideas, what thoughts, what words, the American people shall have. I wish there were some way out of this dilemma. But I have been able to find none. And I take great comfort in the realization that the choice to which I have been impelled is, after all, the choice which inheres in the nature of our democracy. . . .

"And so perhaps the government could see to it that the trains of tv run on time—that only what is good for the people, in the government's view, goes over the air. But then we turn our backs on democracy."

Nature of Tv • In his 55-page prepared statement, Dr. Stanton attempted to define the nature of tv; how CBS sees its responsibilities, the network's philosophy and how it lives up to them, and how the proper role of tv can best be fulfilled. "American television is (1) a mass medium of communication; (2) operating as but one part of the whole of society of this nation; (3) under a system of free competitive enterprise, and (4) supported exclusively by advertising revenues," Dr. Stanton said.

"If I am correct in my definition . . . we must face the fact that it is a major part of our function to try to appeal to most of the people most of the time," he said. "The broadcaster who ceases to have the consent of his public, and to be a satisfactory servant to that public, would lose his support and disappear from the scene."

He emphasized that this interpretation still leaves broadcasting with considerable flexibility for devoting part of the broadcast day to "less than most of the people." This is the really perplexing problem dealing with program schedules, he said. "How many people are most of the people and how much of the time is most of the time?"

CBS' STANTON

The ultimate problem is to strive for a fair and workable balance in programming—as to types rather than

GREAT DAY IN THE MORNING!

All Fall, sold-out signs were going up for the astonishing morning lineup on CBS Radio.

Now see what we've done. To provide advertisers with an exciting new sales opportunity, and to make the morning stronger yet, we're bringing in

BING CROSBY AND ROSEMARY CLOONEY

starting February 29th.

It's twenty engaging minutes of songs and conversation and comedy by a pair who, as they say, need no introduction.

And it comes as the icing on the cake. Here's the finishing touch in a morning sequence which also ("also"!) includes *Arthur Godfrey, Art Linkletter and Garry Moore,* Monday through Friday.

Quite an invitation to listeners.

Quite a place to tell your story—or have Crosby, Clooney and Company tell it for you—on the

CBS RADIO NETWORK!

quality, Dr. Stanton stated. He cited the CBS schedule for the current quarter which he said, "throw(s) into a cocked hat the careless stereotype that there are nothing but mysteries, westerns and gunplay." The log showed that for the period January-March, CBS-TV is devoting 836.10 hours (82.1%) to entertainment and 181.50 hours (17.9%) to news, public affairs and sports.

Gaps and Imperfections • The CBS president said that the network recognized sometime ago that it did not have an adequate balance between entertainment and serious information or culture in prime time. He cited several steps taken to correct this imbalance, including the *CBS Reports* series and the "Doerfer plan" adopted by all three networks.

A second major area where there are legitimate criticisms is in the area of commercials, Dr. Stanton said. Much improvement will result from recent strengthening of the NAB code, he said, and CBS on its own is re-examining and tightening its policies with advertisers.

"We are now, for example, actively at work to formulate new principles relating to acceptance of commercials on personal products and remedies—both in respect of the acceptability of such products and in respect of the taste of the commercials dealing with them," he said. CBS is adopting a new policy requiring that all advertiser claims be verified by network representatives, with eye-witness demonstrations when possible, he announced.

"The final major area where our reappraisal has led us to conclude that it is necessary to intensify our efforts to seek improvement is in the area of advertiser participation in programming," Dr. Stanton said. "We shall be masters of our own house in program acceptance and scheduling and . . . for making the ultimate decisions on what goes into our programming schedule," he emphasized.

There never has been difficulty with advertiser participation in news and similar programs, he said, and it generally is not a problem in most entertainment productions. The biggest problem is in serious dramatic shows, he said in announcing four guides to be followed by CBS in the future: (1) The advertiser may participate in creative activities and if his suggestion is constructive it will be accepted. (2) The advertiser has the privilege to object to a program, or an element thereof, if he believes it will be detrimental to his product or good will.

(3) If the objections are well grounded, the network will make corrections if it does not impair the program, but if this is not possible the original production will be telecast without obligation to the advertiser. (4) If there are no grounds for the objection, CBS will telecast the show and hold the advertiser to his commitment.

The Best Course • "I am convinced . . . that television's potential can best be achieved by not transferring the decisional authority for its programming from the broadcast to either the government or to any semi-official body," Dr. Stanton said. "We are in the field of ideas, and regardless of the government's powers, I think in this area, above all others, it is most dangerous and undesirable for the government to decide that its concept of taste, its concept of what is good for the people, should be imposed on the public."

He defended ratings in this area as being useful in helping the broadcaster to respond to the public. "I find it ironic that some of the very people who purport to vindicate the public seem to have the least confidence in it," Dr. Stanton told the commissioners. "They say that the ratings are an inadequate tool because even a sample of one or two thousand is too small, but they would substitute for a sample of this size a sample of seven public officials or 12 public-spirited citizens who by definition are extraordinary and atypical people."

Accounting to the Public • However, Dr. Stanton said, CBS is convinced that some technique must be devised for a continual appraisal of audience appreciation; "an index to provide an interpretive dimension to sheer nose counting." In this regard CBS has commissioned a study by outside organizations to determine what people want.

Dr. Stanton stated that broadcasters also must devise ways and means for reporting directly to the public. He thought this might be accomplished, either over the air or by other means, through periodic reviews. As a third step in knowing the public, CBS-owned KMOX-TV St. Louis has begun a pilot program to expose the nature and personality of the station, he said.

"It is through these three practical methods that I believe the public can best communicate to the broadcaster its programming wants and its continuing constructive criticisms of television. These are workable alternatives, I submit, to government intrusion into programming," he stated.

The witness conceded the FCC properly belongs in broadcast regulation in two areas—allocation of channels and original grants. "If these are the only two areas in which I would admit the intrusion of government, am I to be judged as merely a protagonist of the status quo?" Dr. Stanton asked. "This conclusion, frankly, has troubled me. But I am sure now in my own mind that this is the proper judgment.

"It has finally become clear to me that my timidity is not a sign of weakness. . . . It is for me a recognition that the conscious restraint which this Commission has exercised through the years was built upon a courageous and statesmanlike appreciation that necessity may bend freedom's logical demands, but no further dares one go."

Network Regulation Unnecessary • The only purpose of licensing the networks, Dr. Stanton concluded after reviewing possible reasons, would be "intrusion by government into network programming." Such a proposal is wholly without merit, he told the commissioners.

All things considered, the CBS president said he is certain "great good can and will come out of this unprecedented focus on television.

FCC HEARS ISSUES EXPLORED

Advertising Council role is 'plus factor'

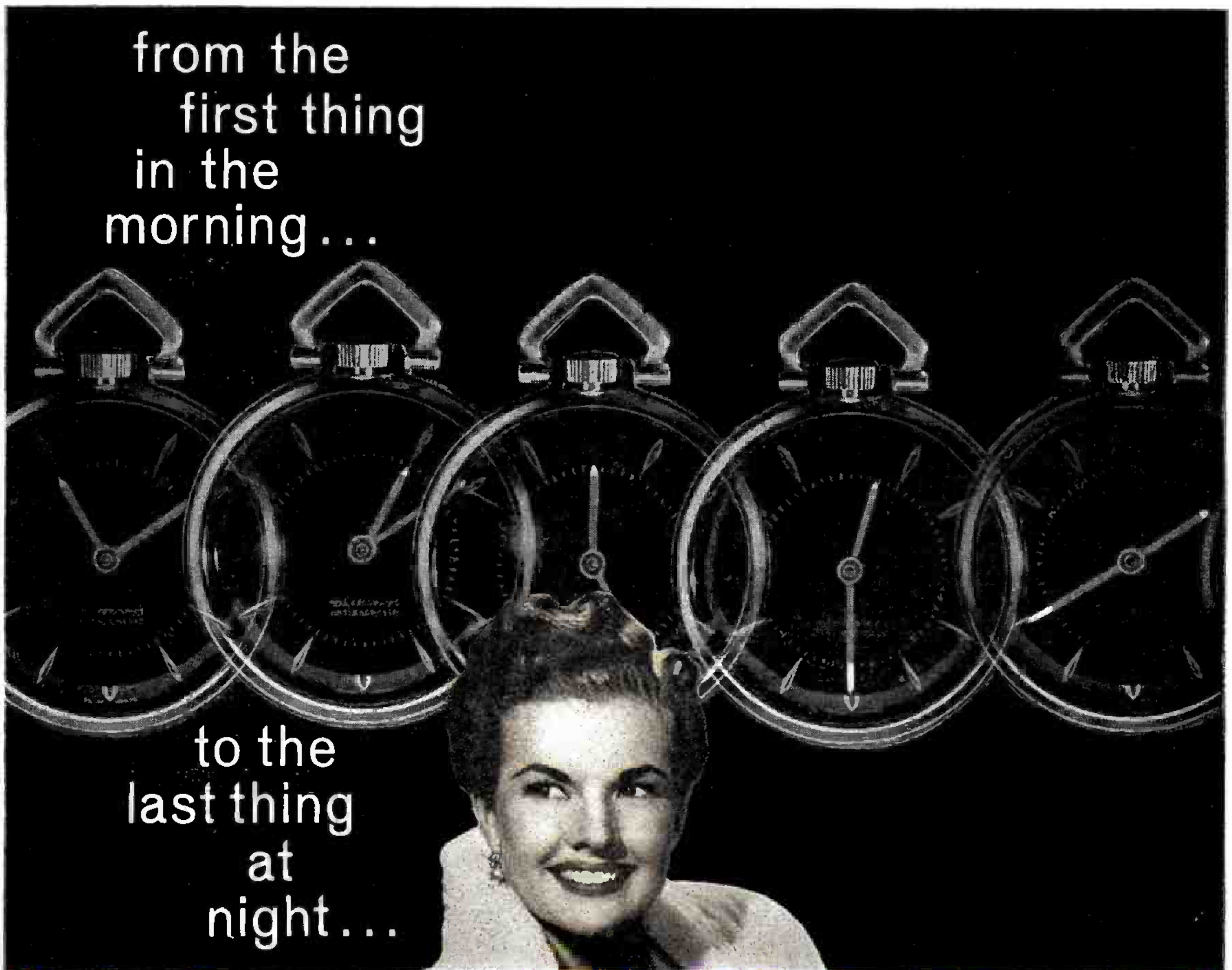
Other witnesses before FCC's program inquiry last week related how a multiple-station entity follows the policy of making each station an active "citizen" within its own community, how broadcasting serves the broad public interest through the Advertising Council and how a local station programs responsively to listener preferences.

Those appearing included Donald H. McGannon and E.V. Huggins, Westinghouse Broadcasting Co.; Theodore S. Repplier, Advertising Council, and W. D. Rogers, KDUB-TV Lubbock, Tex. Sydney M. Kaye, BMI, answered the earlier attack by ASCAP. Novice G. Fawcett, American Assn. of Land-Grant Colleges and Universities, also appeared.

Donald H. McGannon, President, Westinghouse Broadcasting Co. • Mr. McGannon said that WBC was presenting its views to the Commission because the agency's evidence should be "as comprehensive as possible" on station as well as network operations.

"At a moment when so much adverse public comment is being printed in the public press, it is mandatory for an organization such as WBC to state clearly to this Commission its standards, principles and, in general, what it stands for," Mr. McGannon said. He gave a 64-page resume of all phases of operations of the five WBC tv and six radio stations.

Mr. McGannon made the following recommendations: (1) urged that the



Gale Storm as "My Little Margie" beats everything in her time spot!

Pick a time–any time–morning, noon or night! Ratings prove Gale Storm as "Margie" an established success against any competition, even in major markets! Now in 6th, 7th and even 8th run–"Margie" is receiving renewals every day. 126 programs available for strip-programming.

No. 1 rating ***"first thing in the morning"***
Philadelphia-WCAU. Monday through Friday, 7:30 am—4.3 against Ding Dong School—3.7 and Today—1.8.

No. 1 rating
Des Moines-WHO. Sunday, 11:00 am—8.0 against Let's Go To Church—3.1.

No. 1 rating ***"tops for two years"***
New York-WCBS. Monday through Friday, 9:30 am—7.7 against Sandy Becker Show—3.4, Hi Mom—3.1 and Romance of Life—0.5.

No. 1 rating
Boston-WNAC. Monday through Friday, 10:00 am—6.3 against Dough-Re-Mi—5.1 and We Believe—1.0 Has topped all competition in time spot from January through November, 1959.

No. 1 rating
Nashville-WSIX. Monday through Friday, 2:30 p.m.—8.3 against Verdict Is Yours—6.5 and From These Roots—5.7.

No. 1 rating
Erie-WICU. Monday through Friday, 1:00 pm—18.2 against News: Hy Yaple Show—4.5.

No. 1 rating
Chicago-WGN. Monday through Friday, 3:30 pm—7.5 against Edge of Night—7.3, Who Do You Trust—3.5 and County Fair—2.0.

No. 1 rating
Minneapolis-KSTP. Monday through Friday, 4:30 pm—7.3 against Cappy/Axel and His Dog—6.3 American Bandstand—2.9 and I Married Joan—2.4.

No. 1 rating
Charlotte, N. C.-WBTV. Monday, Wednesday, Friday, 5:00 pm—20.0 against Popeye—5.6.

No. 1 rating
Washington-WTOP. Saturday, 3:30 pm—4.6 against Adventure & Comedy—3.0 and Saturday Matinee—2.3.

No. 1 rating
Big Spring-Midland, Texas-KBST. Sunday, 9:30 pm—35.9 against Stories of the Century—23.4.

Source: Nielsen and ARB.

A Roland Reed Production

OFFICIAL FILMS, INC.
25 WEST 45th STREET
NEW YORK 36, N.Y.

Commission not regulate networks directly; (2) supported Chairman Doerfer's suggestion that the networks alternate in offering public service programming in prime time, already agreed to by the tv networks (BROADCASTING, Jan. 25); (3) backed legislation making the offering or acceptance of payola a crime; (4) backed federal aid to educational tv; (5) urged FCC sanctions short of revocation; (6) urged that the FCC not exert, or seek to exert, any further authority in license renewals or sales transfers, and (7) encouraged active support and recognition by the Commission of the NAB Tv Code, "to include inquiry on the license application or renewal form as to the status of membership in such industry code."

Responsibility to the public must be vested in the individual licensee, the WBC president said. "To disrupt this or change it by shifting the responsibility to the networks would be to change the basic concept and responsibility contemplated by the Communications Act," he said. "The degree of control available to the Commission at the present time, though indirect, is workable and sufficient."

Government Regulation • Mr. McGannon maintained that licensing of networks would be an extension of government regulation, in the absence of present need. Also, he pointed out, recent quiz show disclosures do not represent a practice so wide-spread as to warrant the extension of regulation.

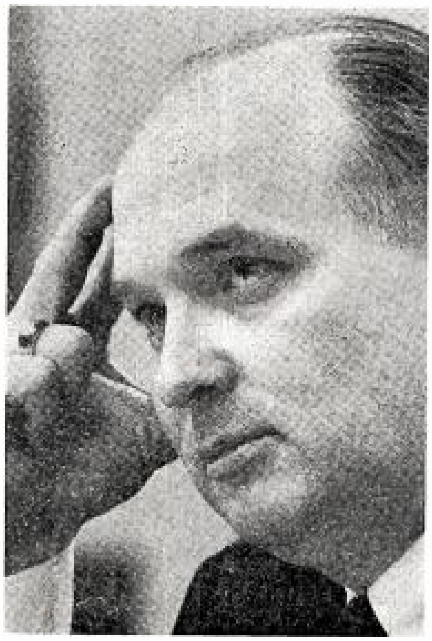
While licensees are primarily accountable, networks, syndicators, advertisers and agencies must share the overall responsibility for programming, he said. It is unrealistic, also, to assume that a tv sponsor will make a commitment for a multi-million dollar tv program without having some voice in its content and presentation, he maintained. Westinghouse Electric is a major sponsor of network tv, currently footing the bill for *Desilu Playhouse*.

"The advertiser can and should be protected in his initial purchase by having the opportunity to accept or reject a program," Mr. McGannon said. However, it is "incumbent upon the broadcaster, irrespective of the level, to resist demands from any third party," he said.

"It is the opinion of WBC that so long as a program is not obscene, profane, inciting to riot, or such similar forbidden inclinations, the Commission does not have the authority to prescribe or proscribe a particular program under existing law," he emphasized.

Totality of Programming • Mr. McGannon opened the gate for several questions by the commissioners when he said that "on the other hand, it seems only logical and consistent . . ." that the Commission should review the "totality of programming" at renewal time. "The dividing line in all instances . . . should be at that point short of any right on the part of the Commission to be able to dictate a specific program being run or to forbid it being run or carried again, or to require directly or indirectly an individual station to present only certain specified programs or modes of programs," he said.

Chairman Doerfer sought a definition from the witness of what he meant by "totality of programming." Mr. McGannon said it is not necessary to impose "physical standards of program evaluation." It is possible, he felt, for the FCC to say what stations are doing a good job and to point the finger at those who are not.



Payola a crime • Donald H. McGannon, Westinghouse Broadcasting Co., urged the Commission to make payola a federal crime. He called for sanctions short of revocation.

Mr. McGannon then was asked if the FCC should set certain minimums beyond which some form of sanctions would be warranted. The WBC president replied that he would have to know what the minimums are, to which Comr. Doerfer countered: "That is what I am asking you. Precisely how do we draft those?"

Outlining the operation of WBC stations (WBZ-AM-FM-TV Boston, KDKA-AM-FM-TV Pittsburgh, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WJZ-TV Baltimore, WOWO Ft. Wayne, Ind., WIND Chicago and KEX-AM-FM Portland, Ore.), Mr. McGannon said that in the past two years they have devoted 12,480 hours to public service programming, having an air-time value of over $6 million. They have donated 298,833 announcements during the same period at a time cost of $16.6 million, he said.

He said, however, that it is "fallacious reasoning' to hold that all public service programs belong in prime time. "We do not believe that programs whose objectives are to inform, enlighten and educate can be isolated in any period of the schedule," he pointed out.

WBC discovered that two of its radio personalities and two staff members were involved in payola and they were fired, Mr. McGannon said. The multiple-station owner has furnished pertinent information of this situation to both the Federal Trade Commission and the House Legislative Oversight Subcommittee, the witness stated.

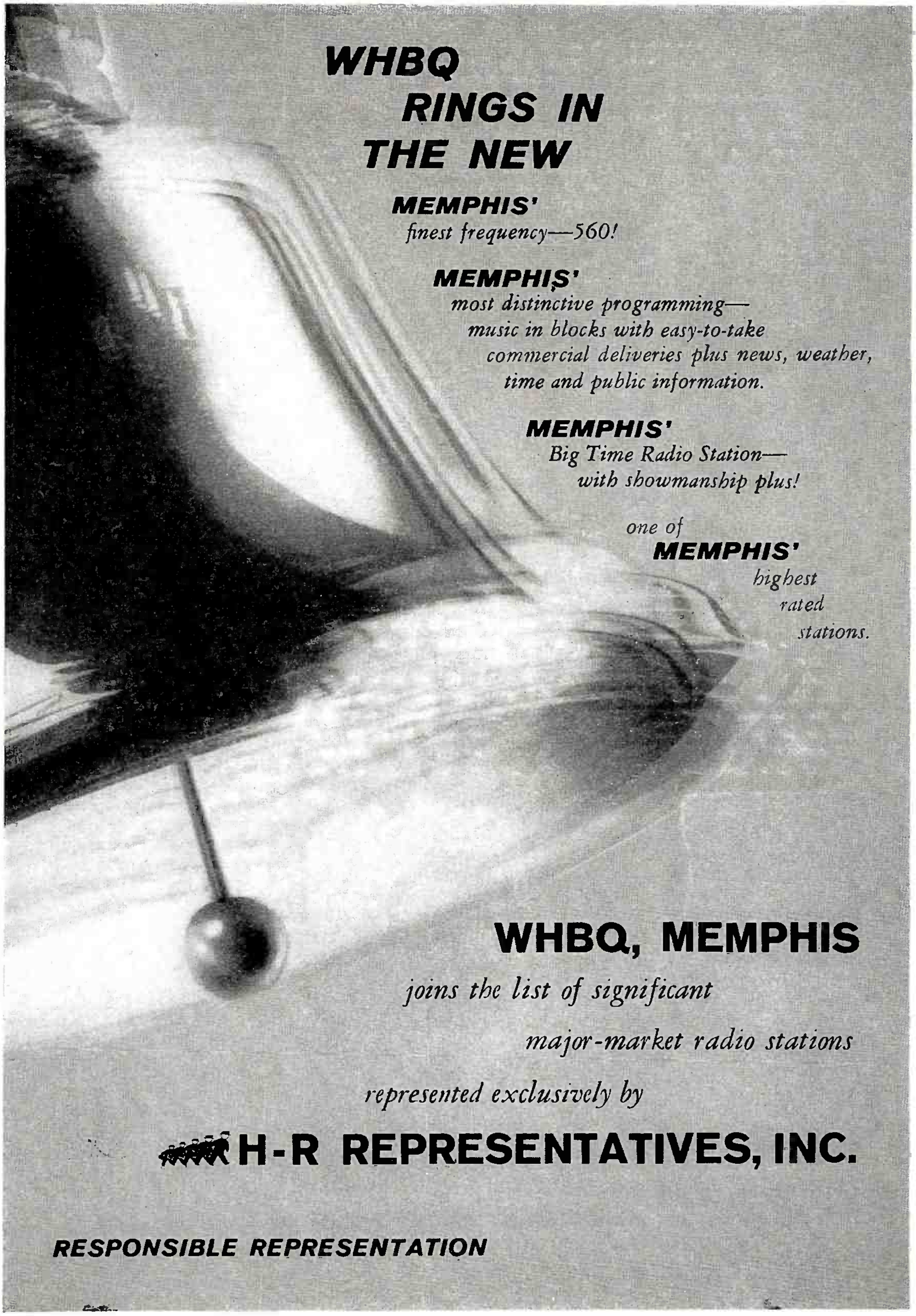
Mr. McGannon hit "the tendency of the public press and groups associated with our industry to immediately condemn the great bulk of on-the-air talent. Within our company we have well in excess of 150 individuals who are on the air on a regularly-scheduled basis, most of whom would be in a position to be subject to payola. . . . In our desire to stamp out this reprehensible practice, we should guard against the tendency to . . . condemn by association."

FCC and Tv Code • WBC President McGannon, who also is chairman of the NAB Tv Code Board, was questioned closely on his recommendation that the FCC "continue to give active support and recognition" to the code. He told Comr. Craven that it would not be proper for the FCC to say that the code does not go far enough because this would be imposing government intervention.

The Commissioners could best support the code by making public statements of individual viewpoints, he felt. This would give the code added prestige and combat one of its principal weaknesses—a feeling that code membership is not too important.

Withdrawal from a station of its right to display the code "should be one of many ingredients" for the FCC to consider at renewal, Mr. McGannon told Comr. Lee. It should be considered only as a "single element" in overall performance and not as the dominant factor, he stressed. (Mr. McGannon testified before the Commission in December on behalf of the Code Board [BROADCASTING, Dec. 21, 1959].)

E. V. Huggins, Board Chairman, Westinghouse Broadcasting Co. • Mr. Huggins, also a vice president of WBC parent Westinghouse Electric Corp., testified on the relationship between the two companies. He said Westinghouse is a multiple station owner for four


WHBQ
RINGS IN
THE NEW
MEMPHIS'
finest frequency—560!
MEMPHIS'
most distinctive programming—
music in blocks with easy-to-take
commercial deliveries plus news, weather,
time and public information.
MEMPHIS'
Big Time Radio Station—
with showmanship plus!
one of
MEMPHIS'
highest
rated
stations.
WHBQ, MEMPHIS
joins the list of significant
major-market radio stations
represented exclusively by
H-R REPRESENTATIVES, INC.
RESPONSIBLE REPRESENTATION

basic reasons: historical; profit for stockholders; public service and education, plus general prestige and well-being.

The parent corporation recognizes fully that the application of high standards of broadcasting furthers its objectives, Mr. Huggins said. He outlined three "clear and distinct broad policies" under which WBC operates to fulfill this philosophy. One, the WBC stations must be operated as a separate business without impingement by the parent corporation. Two, the broadcast division must operate on its own initiative with its own resources. Three, it must be strong enough to provide leadership within the broadcasting industry and the local communities of WBC stations.

"Under this broad philosophy . . . WBC management was given full authority to proceed, subject only to the board of directors," Mr. Huggins said. "No budgetary or other restrictions were or have been imposed upon WBC. . . . The commercial interests of the (parent) corporation have not been permitted to affect WBC's operation."

The Westinghouse executive said that in every community where WBC owns stations (see list above), Westinghouse Electric has at least one business operation—with hundreds of employes and hundreds or thousands of stockholders. "In each community, Westinghouse considers itself to be, and is a local citizen," Mr. Huggins said. "Its representatives are expected to play, and do play, a major part in community life in all respects."

In terms of daily operations, WBC is virtually autonomous from Westinghouse Electric, the witness stated. WBC is under a separate operating management whose president, answerable to Mr. Huggins, has no other responsibilities, he said.

Theodore S. Repplier, President, The Advertising Council • The Advertising Council is a non-profit organization which conducts national campaigns designed to promote the public welfare, Mr. Repplier said, and "no advertising medium has contributed to these campaigns more in volume, circulation and dollar volume than broadcasting."

He pointed out that support of the council's public service activities has become such an accepted part of broadcasting that the general public does not stop to think of the vast quantity of valuable time, work and talent contributed free by the networks, stations, sponsors, agencies and performers. He said that the council, for its 14 major 1959 campaigns, received through commercial network time alone a total circulation of more than 18 billion radio and television home impressions.

"All this is exclusive of the vast additional contributions of individual radio and tv stations and local advertisers," Mr. Repplier said. "In 1960, we shall depend heavily upon networks, stations and advertisers for nationwide support. . . ."

The "dollar value" of network free time and other services is difficult to measure, he said, but he estimated that $100 million was contributed for last year's major campaigns. Time also was made available for the council's many other campaigns (for 63 national causes), Mr. Repplier stated.

"Our purpose is not to offer opinions about tv programming, but to give the Commission facts which we hope you will think are relevant and helpful about the organized system of free public service which has been going for the past 18 years, and of which broadcasting is a vital part," Mr. Repplier said. "For all of this, broadcasters and their advertisers have earned the deep gratitude of government and volunteer organizations and of the many Americans who have benefitted from the results of public service campaigns."

Mr. Repplier's statement on behalf of The Advertising Council was not given in person but was presented for inclusion in the Commission's hearing record.

Sydney M. Kaye, Board Chairman and General Attorney, Broadcast Music Inc. • Mr. Kaye told the Commission that charges by the American Guild of Authors & Composers and the American Society of Composers, Authors & Publishers against BMI are "designed to restore ASCAP and its members to the position of unbridled monopoly in the field of performing rights that they enjoyed prior to the formation of BMI [in 1939]." He continued:

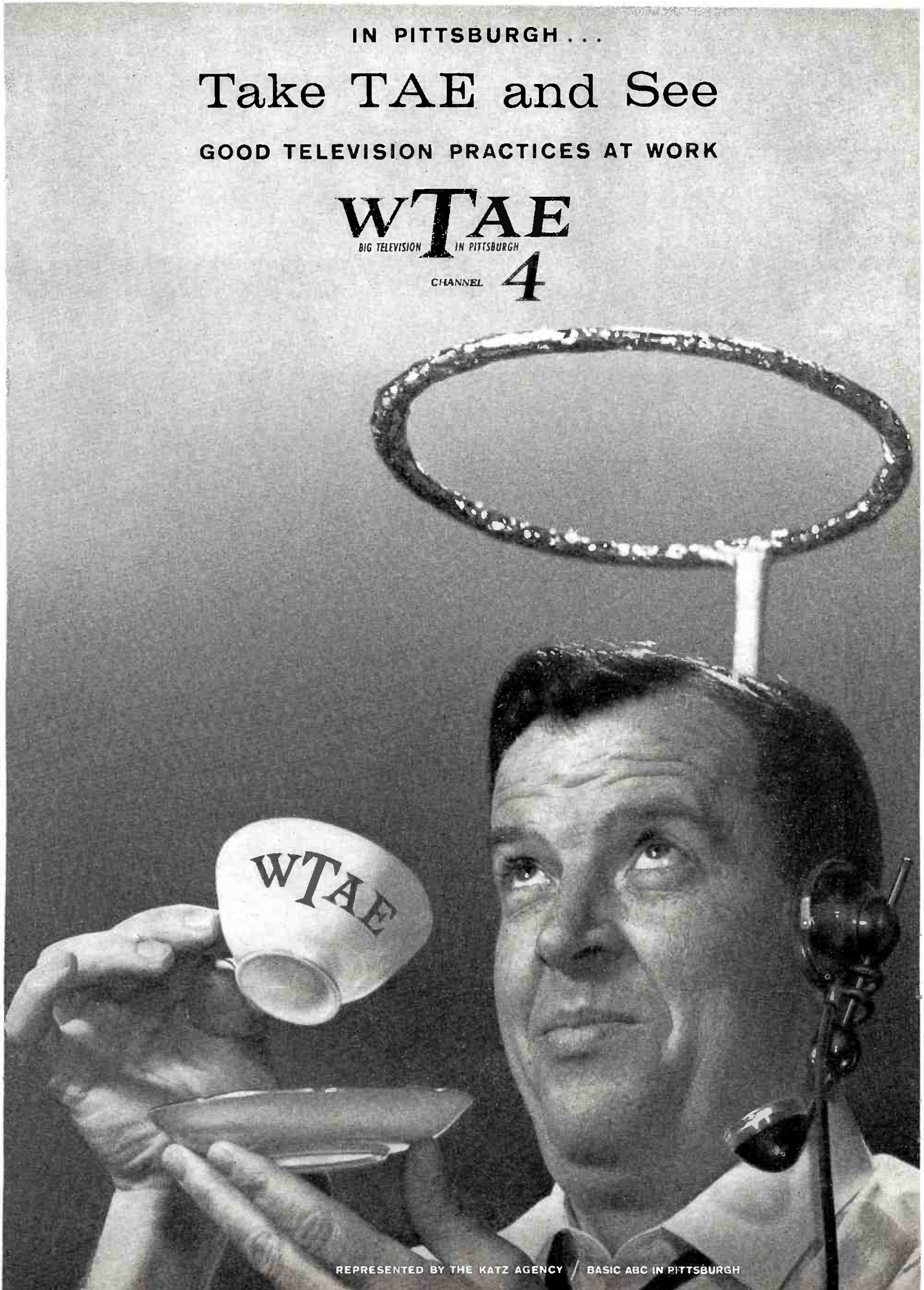
"The same charges and demands have been made many times before. They form the basis of the private antitrust suit brought by 33 ASCAP and AGAC members which is now pending against BMI. . . . They have been aired before congressional committees of both houses of Congress. They have been advanced on numerous occasions to the Dept. of Justice. They are the subject matter of a relentless and vicious propaganda campaign."

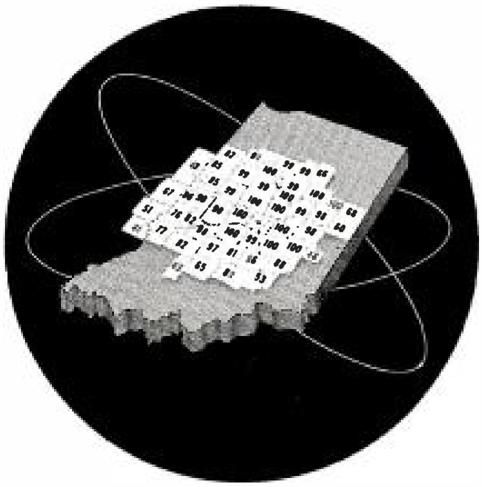
(Note: Both ASCAP and AGAC, in prior appearances before the FCC, claimed that station ownership of BMI results in "widespread payola" and discrimination against ASCAP songs. ASCAP also filed a formal petition seeking divorcement of broadcast ownership of the BMI stock [BROADCASTING, Jan. 18]).

Mr. Kaye stated the ASCAP charges that broadcast stations discriminate against ASCAP music "are always based upon supposition and are always undocumented." He said the isolated instances brought before the FCC reach back into the years surrounding the formation of BMI and few even relate to the last decade.

The BMI chairman said that the long duration of payola, even before the advent of broadcasting, demonstrates that it cannot be ascribed to the music licensing organization owned by approximately 600 stations. He cited instances of payola in the distant past,

Charges ASCAP conspiracy • Sydney M. Kaye, Broadcast Music Inc., told the FCC that charges against his organization by ASCAP and AGAC are "designed" to restore ASCAP . . . to the position of unbridled monopoly. . . ." Mr Kaye said it was "unjust and absurd" to attempt to "tar" BMI with payola.


IN PITTSBURGH...
Take TAE and See
GOOD TELEVISION PRACTICES AT WORK
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH



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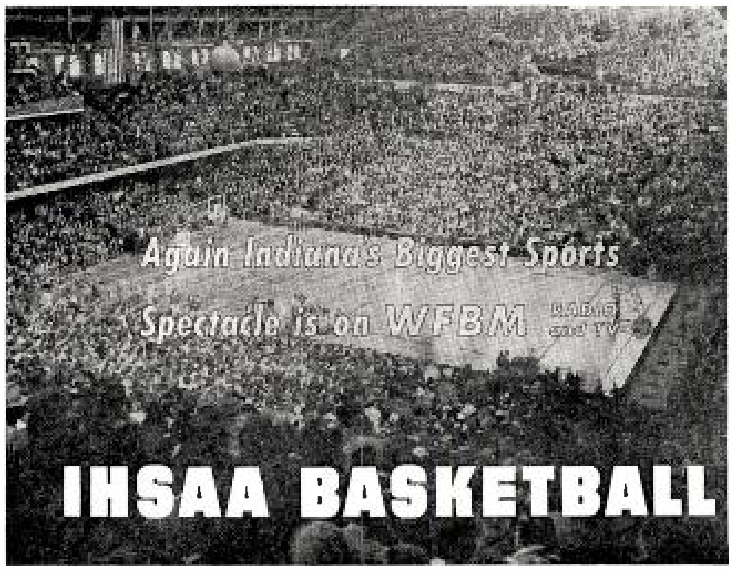


Manpower • mobility • equipment! No other Indiana station matches WFBM-TV's 17-man News-Information Center . . . nor can any equal the experience of its active leadership. Here are facilities for handling any type of news break locally, statewide or nationally . . . and the ability to cover *many* points simultaneously.

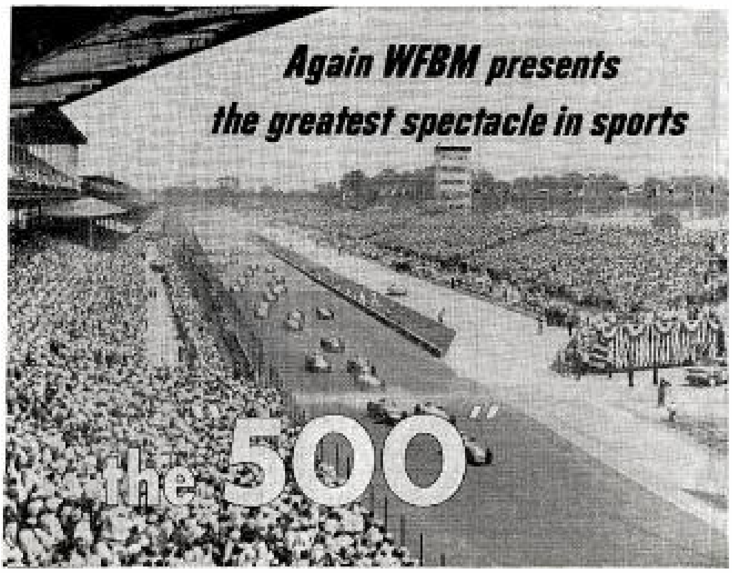
For the 11th consecutive year . . . WFBM-TV will telecast Indiana's famed High School Basketball State Tourney direct from Butler Fieldhouse. You can be sure Hoosiers within sight and sound of WFBM-TV are tuned to Channel 6. Pre-Final remotes on special events add to the color and interest of this big annual show.

HERE WE GO AGAIN!

Wherever news and special events call for broadcast action, you'll find WFBM-TV on the air *first* with "eye-witness" film reports. No other stations in Indiana can match the manpower of our 17-man News-Information Center . . . the mobility of our fleet of news cruisers and remote transmitter . . . our photo developing equipment for putting film on the air within minutes after it hits the lab . . . our *two* video tape machines (color equipped) that can record any remote transmission for an "exclusive" drop-in at any point in our day's programming. This is true *broadcast leadership!*

Take advantage of this "Grow Power". . . pick Indianapolis for your advertising . . . put your schedules on WFBM-TV for greatest response. Ask us for any *specific* market information you want. Let us show you how to test regional television with amazing results!

TV'S "grow power" dominates special events in rich Mid-Indiana



The greatest spectacle in sports . . . folks from everywhere throng this mecca of the racing world to see the Memorial Day 500 Mile Race. Most race activities are remote telecast exclusively on WFBM-TV. The station's "Old Timers' Bar-B-Q" and its coveted "Checkered Flag Award" add stature to WFBM-TV's leadership.

Returning for the 11th straight year . . . WFBM-TV joins the more than hundred thousand Hoosiers who flock to the Indiana State Fair. WFBM-TV feeds daily on-the-spot telecasts to Indiana stations in South Bend, Fort Wayne and Evansville . . . giving all Hoosiers a TV peek at one of the outstanding state fairs in the country.

The Nation's **13th TV Market**

. . . with the only basic NBC coverage of 760,000 TV set owning families.

INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,000 families *with 90% television ownership!*

11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo

Represented Nationally by the KATZ Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS

Our 11th year of Leadership

one relating to Gilbert and Sullivan songs in the 1880's.

ASCAP Ill Grace • "Unjust and absurd though it is for anyone to attempt to tar BMI with payola, the accusation comes with peculiar ill grace from ASCAP," Mr. Kaye told the commissioners. "While BMI's method of compensating its affiliated publishers and writers cannot encourage payola, the contrary is true of ASCAP. The stories which have recently appeared . . . about payola concern themselves very largely with the payola stimulated by ASCAP's method of payment."

ASCAP payment policies "enable a favored group of its members to profit directly from the planting of performances, whether or not the performances result in public response," Mr. Kaye charged. "For this reason, I assert that ASCAP's unbased charge against BMI is an attempt to divert the attention of its members and the general public from the consequences of ASCAP's own practices."

On the charge that broadcasters favor BMI music over ASCAP, Mr. Kaye quoted from sworn court testimony of ASCAP President Stanley Adams that he (Adams) could not name a single station or network which discriminated against ASCAP. Mr. Adams was the principal ASCAP witness before the FCC three weeks ago (BROADCASTING, Jan. 18). "Neither ASCAP nor AGAC seems to be embarassed by the inconsistency of claiming simultaneously that broadcasters have conspired with BMI to give an automatic preference to BMI music over ASCAP music and that BMI is driven to encouraging the payment of payola in order to get its music heard over allegedly conspiring stations," Mr. Kaye pointed out.

Small Investments • The BMI chairman said that some 600 stations own stock in BMI with an average investment of $500. "To assert that the broadcasting industry could be diverted from the course on which its economic life depends because of the miniscule investment . . . is a dream so fantastic that it deserves the analyst's couch," Mr. Kaye said.

BMI music has shown a bigger percentage popularity in surveys considering public purchase of sheet music and records than in those based on disc jockey performances only, Mr. Kaye pointed out. "This, in itself, negates conspiracy," he maintained. He said that BMI music accounts for only one-third of that played on local radio stations, while ASCAP music accounts for practically all of the remaining two-thirds.

He stated that one of the principal reasons BMI has a greater share of current hits than broadcast performances is because ASCAP policies discourage young songwriters, who thus affiliate with BMI. He said that one of the government's charges in connection with a recent ASCAP consent decree was that " 'ASCAP's system of distribution . . . puts such stress on seniority and is so influenced by the controlling group that production of songs by young writers and publishers is discouraged'."

On the ASCAP recommendation that broadcasters be required to sell their BMI stock, Mr. Kaye quoted an AGAC survey that 25% of that group's members (most of whom also belong to ASCAP) have occupational ties with radio and tv. The persuasiveness of ASCAP's and AGAC's own members in the selection of music for broadcasting casts doubt upon the sincereity of their contention that broadcasters should be forbidden to have any interest in BMI or . . . in any enterprise that concerns music," he said.

ASCAP and Antitrust • Mr. Kaye cited several antitrust cases in which ASCAP has been involved, with the latest consent decree signed just last month (BROADCASTING, Jan. 11). "It is difficult to see why ASCAP can emerge from these encounters with such an unblemished picture of its own purity that it feels entitled to raise the cry of unfair competition and to attempt to dictate the type of competition that it should have," he stated.

"The present diffusion of BMI stock in small amounts among some hundreds of broadcasters who are motivated, not by a desire for profit, but only by the desire to maintain vigorous and honest competition constitutes an excellent state of balance in the public interest. The changes which ASCAP and AGAC seek to bring about are designed to eliminate that competition and to restore them to their previous positions of monopoly. . . .

"There is no discrimination in BMI's favor anywhere. . . . I suspect that when ASCAP surveys its relationships with its licensees . . . it may find that BMI seems to be held in greater esteem than ASCAP. I suggest to ASCAP that this is not due to conspiracy. I respectively suggest that it may be because BMI tries to serve its licensees. I respectively suggest it may be because BMI does not systematically insult, vilify and attack its customers," Mr. Kaye concluded.

W.D. Rogers, President of KDUB-TV Lubbock, Tex. • "We are letting the people in our viewing area participate in policies that we pursue in the area of programming," the Texas broadcaster told the FCC in a statement filed for the record. He said KDUB-TV and its three affiliated stations maintain endless contacts with viewers "and listen with great interest to their discussion of the quality, suitability and satisfaction of our programming."

In instances where KDUB-TV finds viewers object to, or do not enjoy, certain programming, Mr. Rogers said the station promptly drops the show in question. "We believe that this is the best way to accomplish the intent of the Communications Act with respect to . . . public interest, convenience and necessity," he said.

Mr. Rogers hit proposals of many witnesses that the FCC require stations to spell out programming plans in renewal applications. He urged the FCC to eliminate the required listing of specific programming plans from such applications. "This idea . . . comes very close to programming control at a central source," he stated. "Rather, he

Audience of veeps

Those interested in seeing network brass in numbers had their wish fulfilled at last week's FCC hearing. CBS vice presidents, in particular, filled out the rows of seats in the hearing room from Monday morning through Tuesday evening, and again on Thursday and Friday. The CBS contingent, in addition to CBS President Frank Stanton who testified, included Merle Jones, president, CBS-TV stations division; Sig Mickelson, president, CBS News; Richard Salant, vice president, CBS Inc.; Guy Della Chioppa, vice president, CBS-TV stations division (Pacific Network); Jim Aubrey, president, CBS-TV; Bill Lodge, vice president, affiliate relations & engineering, CBS-TV; Tom Fisher, vice president and general attorney, CBS-TV; Joe Ream, vice president, CBS-TV; Herbert Carlborg, director, editing, CBS-TV; Mike Dann, vice president, network programming, New York, CBS-TV; Oscar Katz, vice president, network programs, CBS-TV; Charles Steinberg, vice president, CBS-TV press information; John Cowden, vice president, CBS-TV information services; Spencer Harrison, vice president, talent & contract properties, CBS-TV; Bill Hylan, vice president, sales administration, CBS-TV; Edwin Bunker, vice president, Washington, CBS Inc.; Kidder Meade, vice president, information services, CBS-TV. Personnel accompanying NBC Board Chairman Robert W. Sarnoff were David C. Adams, senior executive vice president; Thomas E. Ervin, vice president and general attorney, and Lester Bernstein, vice president, corporate affairs.

WHAT MAKES WXYZ RADIO AND WXYZ-TV DETROIT'S MOST POPULAR STATIONS?*

Meat and potatoes programming for our meat and potatoes audience . . . that's what!

Our hard working *young* audience likes down-to-earth information and entertainment with lots of *zing* . . . a specialty of the young-at-heart stations.

How many do we reach? More than there are in Maine, New Hampshire, Vermont, Rhode Island and Connecticut put together.** They work hard, play hard and will spend more money this year than ever before. Industry leaders say they'll sell more than 7 million cars in 1960. This means our listeners and viewers will earn over 13 billion dollars.*** Better put WXY*Zing* in your advertising plans.

*Check your rating books and see.
**Population of WXYZ signal area: 6,505,500.
***Effective Buying Income: $12,921,160,000.
Source: Sales Management, 1958.

THE STATIONS WITH WXYZING

WXYZ RADIO 1270 • WXYZ-TV CHANNEL 7 • ABC DETROIT

Represented nationally by John Blair & Co. & Blair-TV

(broadcaster) should be asked to justify the reasons that he adopted those plans by relating . . . the steps he has taken to determine how best he can serve the public interest."

A list of KDUB-TV public service programming and a resume of civic activities of the station's employes was included in the record by Mr. Rogers. He said they were offered as being representative of the activities of other stations, also. Local broadcasters, he pointed out, are better able to determine and satisfy the needs of their local communities than are the commissioners or national critics of tv.

He noted that previous witnesses have charged that broadcasting is being used to "run a rodeo or crime syndicate. . . . It appears to me that these are folks who only look at the things they despise and thus develop some sort of a psychosomatic blindness or deafness that shuts out those many features on radio and tv that might please or even edify them."

Novice G. Fawcett, American Assn. of Land-Grant College & Universities • Mr. Fawcett, president of Ohio State U. and chairman of the radio-tv committee for land-grant colleges, stated: "It would be unfair and inaccurate to suggest that the sins of the few should be the occasion for sudden restrictive federal regulation of the rest of the broadcasting industry whose record in general has been . . . impressive."

In a statement made a part of the hearing record in Mr. Fawcett's absence, the Ohio State president said that the FCC did not give interested parties enough time to permit the kind of comprehensive study needed to speak on the original four topics outlined by the Commission. He asked for an opportunity to submit additional testimony at a later date.

However, he said, the current problems and methods for their solution can be identified during the present hearings but more time will be needed to solve them. "The radio and tv industry must play a major role in their solution . . ." he said. "Attacks on the integrity of the broadcasting industry and the resultant defenses are or should be an exercise in the past tense. The broadcasting industry, given Commission backing, is quite capable of cleaning its own house and restoring the public confidence which it may in part have lost."

Of educators, Mr. Fawcett noted that many "have felt free to criticize the radio and tv industry for its shortcomings and shallowness [and at the same time] making no effort to establish their own facilities or to cooperate with the commercial broadcasting industry. Many an educator has spoken contemptuously of the mass audience with no real concept of the nature and needs of the collective publics who look and listen."

At the same time, he said, broadcasting has a more important and difficult duty than mere entertainment. He recommended that the Commission, under present authority, determine how applicants meet their programming promises and obligations and undertake studies to learn how well the present needs of the public are met.

Bruce Dennis, Illinois Broadcasters Assn. • (Submitted for the record) The problems which confront the broadcasting industry, Mr. Dennis maintained, "offer no challenges which cannot be met by the broadcasters themselves."

The WGN Chicago president told the FCC that his group "applauds the Congress which wrote the Communications Act recognizing the principle of free speech and delineating the responsibilities of broadcast licensees to their respective communities."

The Illinois broadcaster urged that "the 50 state associations of broadcasters" be allowed to regulate their own programming because they represent "a powerful agent for the promotion of honorable practices . . . under codes of the NAB."

Robert F. Hurleigh, Mutual President • Mr. Hurleigh suggested in remarks prepared for submission to the FCC Friday (Jan. 29) that a promulgation of programming standards by the Commission would "stimulate and guide the mature development of the radio broadcasting industry."

He asserted that such standards would prompt those station operators who "previously have equated the public interest with their private purposes" to program public service presentations.

"In turn, dedicated broadcasters will be encouraged to maximum quality programming without fear or ruinous competition from those few station owners who have been derelict in discharging their obligations as trustees for the public," he added.

The Mutual head told the Commission that "there is, and there will always be, a distinct need for radio networks and for the distinct program service which radio networks alone can render." He said that at Mutual, the radio network's "true role" is construed to mean a service organization that brings its affiliates news, discussions, public affairs and special events programming that individual stations cannot develop themselves.

BROADCAST ADVERTISING

RADIO-TV'S 1959 TOPS $2.16 BILLION

Represents 19.5% of $11 billion ad total, McCann-Erickson finds

Radio and tv accounted for more than $2.16 billion, or approximately 19.5% of the over $11 billion estimated as last year's total advertising volume.

Estimates released last week were prepared for *Printer's Ink* by the media planning division of McCann-Erickson Advertising (U.S.A.) under the direction of Robert J. Coen.

Tv's total advertising volume was $1.5255 billion. This breaks down into $787 million in network, $485.5 million in spot and $280 million in local. Radio's volume totaled an estimated $638 million, of which $50 million was network, $198 million spot and $390 million local.

All the figures, based on nine months of data, were estimated for the full year.

Each of the media showed a percentage increase in advertising volume for 1959 compared to 1958 except network radio (off 13.6% in the yearly comparison) and direct mail (down 1%).

Tv's Share Up • Tv increased its share of the total ad volume from 13.2% in 1958 to 13.7% last year; the breakdown showing network up from 6.9% to 7.1%; spot from 3.9% to 4.1% and local from 2.4% to 2.5%.

Largest radio share of the advertising volume in 1959 was provided by local business (3.5%). The total radio share last year came to 5.8% of the ad volume.

Included in the advertiser's budget are the costs of time or space, talent, production and "other costs." It was noted that current indications point to a "1960 U.S. advertising budget as high as $12 billion."

The top share of ad volume last year, according to the estimates, was provided by newspapers $3.517 billion) followed by direct mail ($1.573 billion) and tv, which were measured as nearly equal. Magazines came in with an estimated $866.2 million, or 7.8% of the total volume.

WAVE-TV Brings You 28.8% MORE INDIGESTION!

(or any other ailment your product can help!)

At least 28.8% *more families* watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off in an average week. And practically every one of all these extra families has its proportion of acid indigestion (or the wish to eat and drink the things that get the blame, later, for bringing on the indigestion!).

WAVE-TV gives you *much* lower cost per 1,000. We can prove it. So can NBC Spot Sales. Interested in the facts?

WAVE
TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

ANA 'CRISIS CONVENTION' SET

Radio-tv, agency leaders augment roster

The one-day "crisis convention" of the Assn. of National Advertisers, called to review advertising's current plight and map a plan of action (BROADCASTING, Jan. 11), will be held tomorrow (Feb. 2) at New York's Hotel Plaza with government, media and agency officials joining advertisers in the review.

NBC President Robert E. Kintner, CBS-TV President James T. Aubrey Jr., Donald H. McGannon of Westinghouse Broadcasting Co. and chairman of the NAB Television Code Review Board, and Robert M. Ganger of D'Arcy Adv., chairman of the American Assn. of Advertising Agencies, were added last week to the roster of speakers for the unprecedented meeting. The list already included Earl Kintner, Federal Trade Commission chairman; ANA President Paul B. West; ANA Chairman Donald S. Frost of Bristol-Myers, and Gilbert H. Weil, ANA general counsel.

Other speakers added last week were Gibson McCabe, publisher of *Newsweek* and chairman of the Magazine Adv. Bureau, and John D. Thees, advertising director of the *New York Herald-Tribune* and chairman of the national advertiser relations committee of the National Advertising Executives Assn. The speakers will be heard during the morning session, outlining the views and plans represented within their respective organizations. The media speakers also are expected to indicate the areas of responsibility for self-regulation which they consider to be theirs. ANA Chairman Frost will preside.

In the closed afternoon meeting, the association's board of directors will submit for membership approval its plans for future action. These were described as being "principally aimed at helping members arrive at their own determination of responsibility in the area of self-regulation." In addition, officials said, "several leading ANA members will describe the steps they have taken individually to insure the legal and public acceptability of their advertising on a long-term continuing basis."

ANA told to pre-test

The importance of pre-testing commercials and other forms of advertising was pointed up by Edward Battey, vice president and research director of Compton Adv., in an Assn. of National Advertisers workshop on advertising evaluation last Wednesday (Jan. 27) in New York.

He said that in Compton's testing program, in operation for almost eight years, specific commercials have produced results ranging from a low of 9% to a high of 71%. "This," he observed, "means that some commercials are eight times as efficient in communicating as others," and "should answer the question: 'Is it really important to measure the communication efficiency of ads and commercials?'"

He traced the evolution of Compton's testing methods, starting with the display of commercials and entertainment material to invited audiences in a studio. This was replaced by a system in which the material was shown in the home by interviewers using portable projectors. But in both these systems "we had a captive audience and conditions that were highly unnatural and artificial." So Compton turned to its present system of "just broadcasting the commercial over one or more stations" and then checking recall through random telephoning the next day.

Barton A. Cummings, president of Compton, told the workshop that advertising people have become "research happy".

He also maintained that "altogether too much advertising research is undertaken just to get some numbers that will serve as a crutch for your judgment, or even worse, as a substitute for judgment. And yet, unfortunately, our research standards have not kept up with our appetite for numbers. Too often we don't even ask what the numbers mean . . . we demand so many numbers that unless they can be produced at bargain-basement prices, we simply can't afford them."

Other workshop participants were Robert Kahl of Borden Foods, program chairman; Robert J. Williams, Alfred Politz Research; Bay Estes, U.S. Steel; Paul Gerhold, Foote, Cone & Belding; G.A. Bradford, General Electric; Richard K. Van Nostrand, Bristol-Myers, and Darrell Lucas, New York U. School of Commerce and consultant to BBDO.

Hearing aid group asks for ad criticism

The Hearing Aid Industry Conference would like to hear from any broadcaster who feels any of his hearing aid sponsors are violating the industry's voluntary code of ethics.

This was the word from William N. Brown, chairman of the conference's public information committee. Mr. Brown said that the hearing aid code had been sent to all radio and tv stations, newspapers and many periodicals.

The Hearing Aid Industry Conference is located at 40 East 34th St., New York.

Silent commercial • Not a word is spoken, not a background musical note nor sound can be heard in this pantomime minute spot now being used on KGO-TV San Francisco for British Motor Cars. Here Billy Starr performs his "mechanical man" act, using short, jerky motions to flip big cue cards informing viewers of the merits of the Morris car and where it can be purchased. Commercial was designed by King Harrington Adv. and produced by KGO-TV on Ampex Videotape.

COMPETITIVE AD CAMPAIGNS

Station representatives decline to tell agencies plans of others after SRA poll

A "Macy's-won't-tell-Gimbel's" policy against disclosing the campaign plans of clients has been adopted by the Station Representatives Assn.

If it effectively cuts off the flow of information about the plans of competitive advertisers, observers last week agreed, the move is apt to produce wide dismay in agency-advertiser circles. Some sources also thought it might generate wider demand for monitoring services or, perhaps even the formation of a special bureau to compile data on radio-tv usage more quickly and in greater detail than now available.

MR. WEBB

This speculation was based on the extent of agency-advertiser reliance upon station representatives for getting information about what their rivals are doing in the broadcast media. These requests have been increasing, according to sources in the representation field, and often have been refined to the point where station representatives were asked to fill out extensive questionnaires having to do with the schedules being placed by competitors.

Advertisers Polled • When SRA started its latest study of the ethics of divulging competitive information, it was learned last week, SRA Managing Director Lawrence Webb sounded out some 150 top radio and television advertisers. He pointed out that agencies increasingly were asking for "detailed information concerning the number and location of stations used, the number and location of programs and/or announcements, the cost of such advertising schedules, as well as beginning and ending dates of schedules."

In his survey letter, Mr. Webb asked each of the 150 advertisers whether SRA members might "have your permission to divulge such information requested on forms supplied by the inquiring agencies and/or advertisers." If the advertiser did not approve "full" disclosure, he was asked whether representatives "have your permission to divulge information of a 'general' nature, based on advertising schedules in radio and television that have been completed."

The answer came back a resounding "no," this even though many of the respondents undoubtedly themselves (or through their agencies) in the past had been asking the representatives for the same type of information about their competitors. About 100 of the 150 advertisers replied, none agreeing to the release of information about his own radio-tv usage.

Ethics • The poll of advertisers was made after the SRA television trade practices committee, headed by Adam Young of the representation firms bearing his name, launched a study of the question last October and concluded that it involved a matter of ethics which should be taken directly to clients.

After the returns were counted, the committee in December "unanimously agreed that SRA member firms adopt a policy of supplying no competitive information whatsoever to advertisers or agencies." The subject was discussed again during the SRA annual meeting, also in December, and letters disclosing the decision have since gone out to advertisers and agencies. SRA members have been asked to alert all their staff members in the interest of "utmost co-operation." SRA membership includes 21 representation companies.

Information on advertiser and brand spending in television currently is supplied on a quarterly basis by TvB, prepared by LNA-BAR in the case of network advertising and by Rorabaugh Reports covering national spot. These reports generally are issued six to eight weeks after the end of the reported quarter. There are no longer comparable reports on radio spending.

'BULOVA WATCH TIME' AGAIN?

Advertiser considers radio re-entry plan

The Bulova Watch Co., Flushing, N.Y., may be coming back to spot radio in a big way, reviving the time signal the advertiser made legendary earlier in the history of the medium.

As of late last week, station representatives and agency McCann-Erickson, which submitted the radio time signal package plan to its client, were waiting for Bulova's approval.

If Bulova accepts the plan, timebuying will begin. Although no orders have been placed by McCann-Erickson, the agency in the past couple of weeks has been sounding out station representatives in New York on various possible buying arrangements covering frequency and tonnage.

There were reports that certain stations balked at the suggestion said to have been made by McCann-Erickson that as many as 400 time signal spots might be desired weekly.

Wide Spread • Other advices, however, indicated that the agency spread its inquiries over a wide range of possibilities including anywhere from 25 to 400 spots weekly in runs of 13, 26 or even 52 weeks. The agency's questions came down to: if we bought such and such how much would it cost?

Though the agency got its prices, it was apparent that most station representatives were cautious to some extent since the Bulova intention had not been affirmed.

The name Bulova at one time was synonymous with the time announcement on radio—the words "Bulova watch time" becoming a familiar phrase to the audience. With tv's rise, Bulova vacated its time signal franchises and eventually bought into spot and/or network television.

ARB

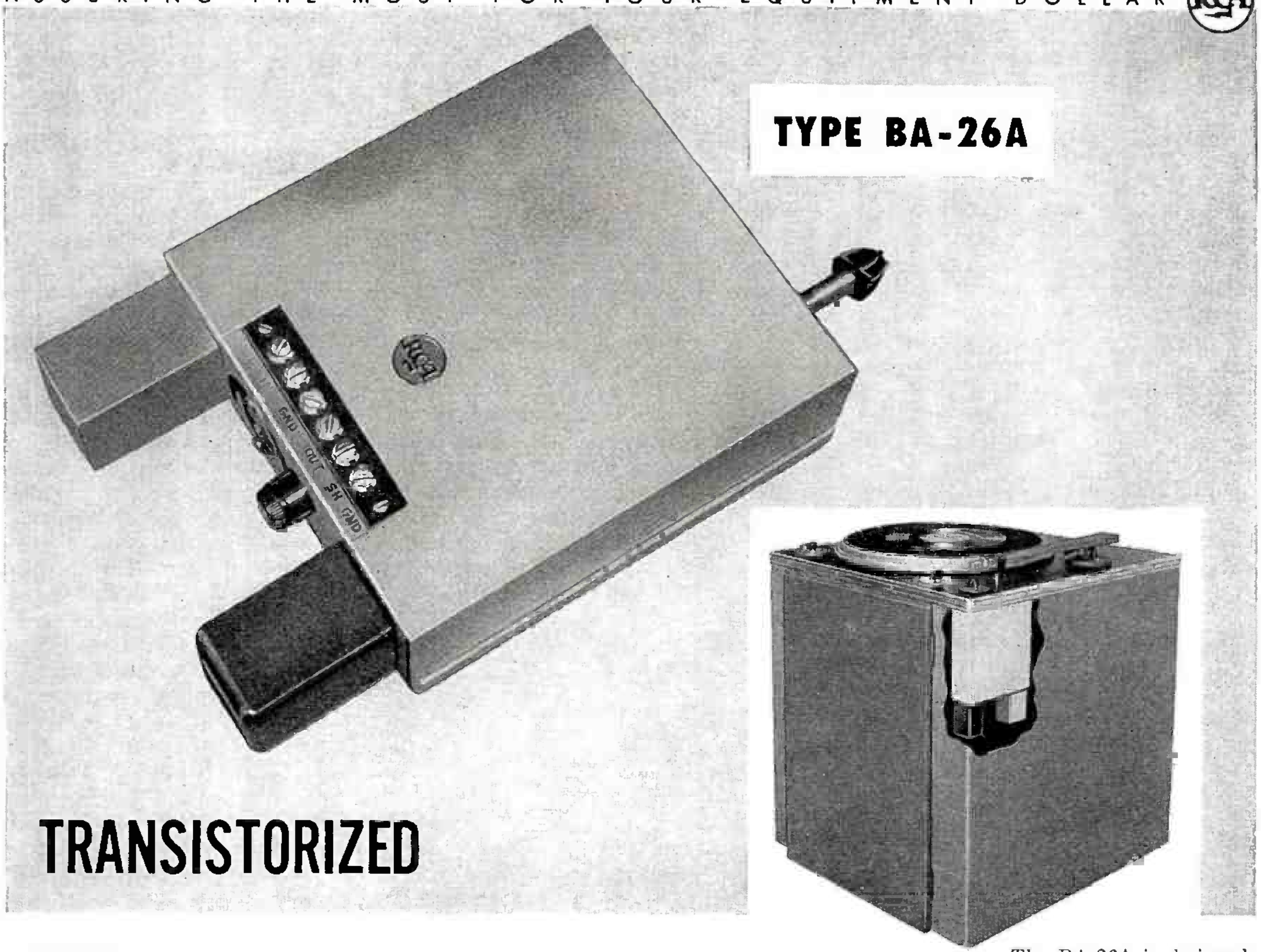
ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 21-27 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Jan. 21	Lawless Years (10:30 p.m.)	NBC-TV	22.8
Fri., Jan. 22	Championship Fight (10 p.m.)	NBC-TV	31.2
Sat., Jan. 23	Gunsmoke (10 p.m.)	CBS-TV	29.0
Sun., Jan. 24	Ed Sullivan (8 p.m.)	NBC-TV	26.8
Mon., Jan. 25	Danny Thomas (9 p.m.)	CBS-TV	27.2
Tue., Jan. 26	Red Skelton (9:30 p.m.)	CBS-TV	24.3
Wed., Jan. 27	Wagon Train (7:30 p.m.)	NBC-TV	26.3

Agency expands

Amundsen-Bolstein Inc., Sioux City, Iowa, advertising agency, has merged with Bozell & Jacobs, Omaha-based national agency, retaining its staff but assuming the name of the latter agency. Milton Bolstein, who founded Amundsen-Bolstein 25 years ago, will be general manager of the Sioux City office, which remains in the Benson Bldg. Bozell & Jacobs maintains 13 offices to service some 250 clients. The change is effective today (Feb. 1).



TYPE BA-26A

TRANSISTORIZED

TURNTABLE EQUALIZING PREAMPLIFIER

The BA-26A is designed to mount in same position and space previously occupied by RCA Type MI-11877 passive equalizer.

Designed to provide both amplification and equalization of turntable output!

This compact equipment makes a modern replacement for bulkier combinations of separate amplifier and equalizing filters. Designed to provide both amplification and equalization of output of studio transcription turntables employing either the RCA Type MI-11874-4 or RCA Type MI-11874-5 Pickup Heads. The entire unit is completely self-contained including a-c power supply. Built-in equalization conforms to new industry standards of both NAB and RIAA. A three position switch compensates for variations in transcriptions and records. Etched wiring circuits provide stable, trouble-free operation. Transistors are employed throughout to assure freedom from microphonics. Absence of inductances makes the BA-26 insensitive to stray hum field pickup, greatly simplifying installation. Mounts easily in turntable, provides essentially noise-free operation and long equipment life.

For full particulars about the new BA-26A Transistorized Turntable Equalizing Preamplifier, see your RCA Broadcast Representative. Or write to RCA, Dept. D-22, Bldg. 15-1, Camden, N. J.

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

SENATE GROUP HEARS NARBA ISSUES

Subcommittee plans to act immediately, submit recommendations

The Senate last week was urged to ratify the 1950 North American Regional Broadcasting Agreement and the 1957 U.S.-Mexican treaty on use of broadcast frequencies lest other signatories—especially Cuba—back down on the "gentlemen's agreement" now in force and begin wholesale poaching on U.S. assignments.

A special Senate Foreign Relations Subcommittee headed by Sen. Wayne Morse (D-Ore.) heard testimony asking prompt ratification by Comr. Rosel H. Hyde, FCC; Gayle Gupton, Clear Channel Broadcasting Service; Andrew G. Haley. of the Washington law firm of Haley. Wollenberg & Kenehan, representing about 100 stations; Payson Hall, Meredith Pub. Co. stations; Hollis Seavey, of the newly-organized Regional Broadcasters; George Whitney, KFMB San Diego, Calif.; Donald H. McGannon, Westinghouse Broadcasting Co.; Daniel Smith, WROW Albany, N.Y., and other stations of Capital Cities Tv Corp., and Howard B. Hayes, WPIK Alexandria, Va., and WOKO Albany, N.Y.

A statement supporting the treaties was filed by Leonard Reinsch, Cox stations, and a number of letters filed by broadcasters and others were preponderantly in favor.

Testifying in opposition to a provision in the U.S.-Mexican treaty which would foreclose extension of hours by U.S. daytime am stations on Mexican clear channels were Benedict P. Cottone, representing Daytime Broadcasters Assn., and Rep. Paul C. Jones Sr. (D-Mo.), whose family owns a daytimer, KBOA Kennett, Mo. Also opposing in a letter to the Senate unit was Ray Livesay, WLBH Mattoon, Ill., DBA chairman.

Immediate Action • After the hearing Sen. Morse said the subcommittee will hold an executive session today (Monday) and make its recommendations to the parent Senate Foreign Relations Committee tomorrow. He said he will strongly oppose delay of Senate action on the bills pending any outcome of bills in Congress which would authorize 6 a.m.-6 p.m. operations for daytime am stations because "being a lawyer myself, I realize the advantages of delay."

Lawyer Haley & Broadcaster Hall
Without ratification, a free-for-all and chaos

Comr. Hyde, accompanied by James E. Barr, assistant chief of FCC's Broadcast Bureau, urged the Senate group to recommend the first of four proposed alternatives; ratification without any reservations or other understandings.

He said he opposed the second alternative (requiring a U.S. move to negotiate with Mexico for modification should the FCC permit daytimers to operate before sunrise and after sunset) because this already is established FCC practice.

The third alternative (voidance of the treaty's requirement that daytimers in the U.S. and Mexico may not operate on the other country's clear channels before sunrise and after sunset, should either country authorize its own stations to begin such operation) would allow either country to "strike out the heart of the agreement" before its termination, Comr. Hyde said. He felt that not only most U.S. broadcasters, but Mexico, too, would oppose this.

The fourth (authorize daytimers in both the U.S. and Mexico to operate on clear channels of the other country from 6 a.m. to 6 p.m. when this would extend into pre-sunrise and post-sunset hours) would give Mexico a preponderant advantage in operating daytimers on 25 U.S. clear channels while U.S. daytimers could operate on only six Mexican clears, Comr. Hyde said.

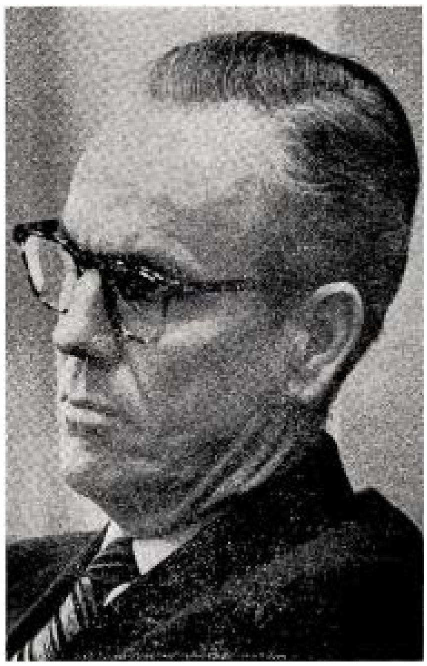
Loss Exceeds Gain • He said FCC findings indicate this would result in loss of service to 25 million people and gains of only 1,761,222. He said that while the FCC first would have to approve such operations by U.S. daytimers, this alternative would also give that right to Mexico, regardless of what the FCC decided. But he didn't feel Mexico would approve this alternative, since that country has resisted proposals to make more extensive use of its own clear channels, even with directional protection, and it would object more strongly to such operation with no protection at all.

Comr. Hyde also opposed a proposal for ratification of NARBA, but to withhold its effect until the U.S.-Mexico treaty goes into effect. This, he said, would put Mexico in the position of determining when NARBA would go into effect.

Comr. Hyde said neither Mexico nor Canada employ the concept of daytimer operation before sunrise and after sunset, and that Canada flatly objects to such a suggestion because of the inflexibility of "laws of nature."

He said that while daytimers operating after sunset would cause extensive interference to regional stations, they don't seem to understand that they them-

CCBS' GUPTON
More power to rural America



CAPITAL CITIES' DANIEL SMITH
Broadcasters back ratification

REGIONALS' SEAVEY
'Unrest' in Latin America

selves would receive so much interference an hour after sunset that they couldn't send an acceptable signal more than two miles. Sen. Morse thought it strange that daytimers are willing to "waste a lot of money," if this is true.

To daytimer arguments that people in communities serviced by daytimers are not interested in programs at night from regionals great distances away, Comr. Hyde said he didn't think "you can assume" this is true.

Try Fm Instead • Comr. Hyde suggested that daytimers, instead of trying to extend am operations, turn to fm, where frequencies are fairly plentiful and which does not offer such "marked differences" between nighttime and day operation.

He said there has been increasing disregard by Cuba of the "gentlemen's agreement" now in effect in lieu of the formal NARBA and that Cuba has a number of high-power am stations on U.S. priority channels.

Comr. Hyde said he didn't feel it would be to this country's interest to reopen negotiations with Cuba concerning these violations because that country may make even greater demands than it made when the agreement was reached.

Gayle Gupton, Clear Channel Broadcasting Service, accompanied by Russell Eagan, Washington attorney, said CCBS' position is that both NARBA and the Mexican agreement should be ratified simultaneously, but not subject to a proposal that NARBA be "deposited" until the Mexican agreement enters into force.

Mr. Eagan said CCBS favors the first alternative, unreserved ratification, but asked the Senate to make known its wishes to eliminate provisions in the 1950 NARBA which prohibit U.S. clear channel stations from increasing nighttime power and thus improving service to rural and small-town America.

CCBS Questioned • Sen. Frank J. Lausche (D-Ohio) questioned whether CCBS had the general interest of the public at heart or "primarily of your stations." He wondered whether NARBA should be ratified at this point if the U.S. intends to re-open negotiations to modify the provision restricting the power of clear channel stations.

Mr. Haley in his testimony termed the CCBS request "unfortunate" and said "this is not the time nor place" to discuss the question of re-opening negotiations to give clear channels more power. Sen. Morse, too, suggested that CCBS might renew its request after the present agreements have been ratified, not before.

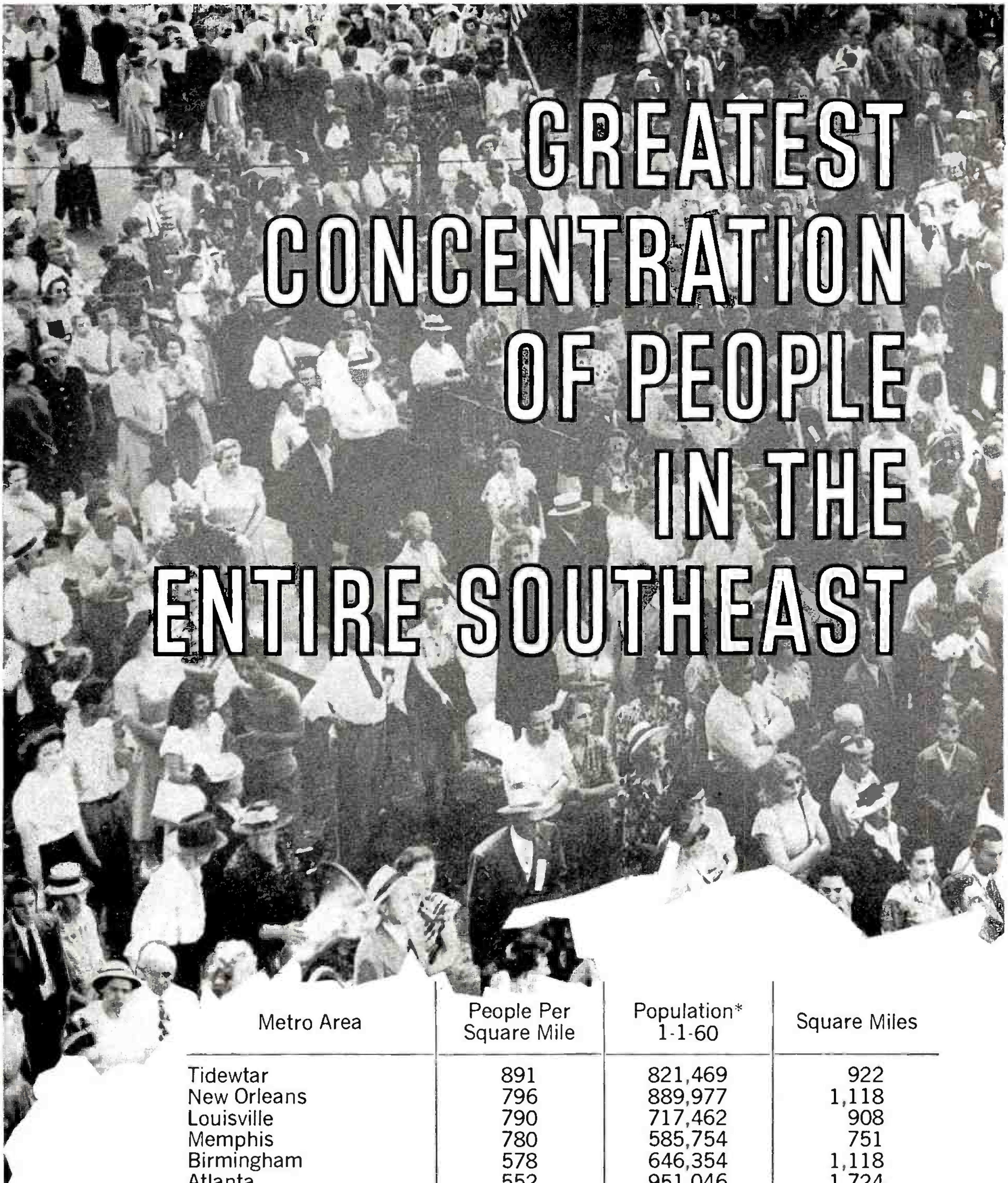
Mr. Haley said many of the stations he represents are from the 11 western states and the trans-Mississippi area. He said ratification is of vital importance to farmers, cattlemen, miners and others in remote areas. If the agreements are not ratified, he said, foreign stations will cease to recognize any priority rights on U.S. channels: other countries could establish high-power stations on U.S. low-power channels, ruining most small businessmen in broadcasting, while foreign low-power stations could be put on U.S. clears, ruining rural coverage.

If the Mexican treaty were ratified, daytimers would be in better position since under the treaty they could increase from 1 to 5 kw, Mr. Haley noted. He added that NARBA also provides that the U.S. can make changes and additions on its own 25 I-A channels if Class I and II stations in other countries are protected and this would help daytimers and others.

Mr. Hall said if the agreements are not ratified subsequent negotiations will result in less favorable agreements and American broadcasters potentially could be subjected to "chaotic use of radio frequencies by our North American neighbors. It is even conceivable," he said, "that such use could be deliberately designed to interfere with our radio communications and to propagandize our citizenry to inimical selfish aims."

Jeopardy Cited • He added: "We must not allow complacency or far less important minority private interests" to obscure these facts: that (1) an orderly allocation of frequencies has been negotiated; (2) it favors the U.S.; (3) development of radio in other North American countries has engendered frequency needs by them for which the U.S. under the agreements has priority rights; (4) the service provided in the U.S. by almost 800 full-time regional stations will be placed in jeopardy by failure to ratify the agreements.

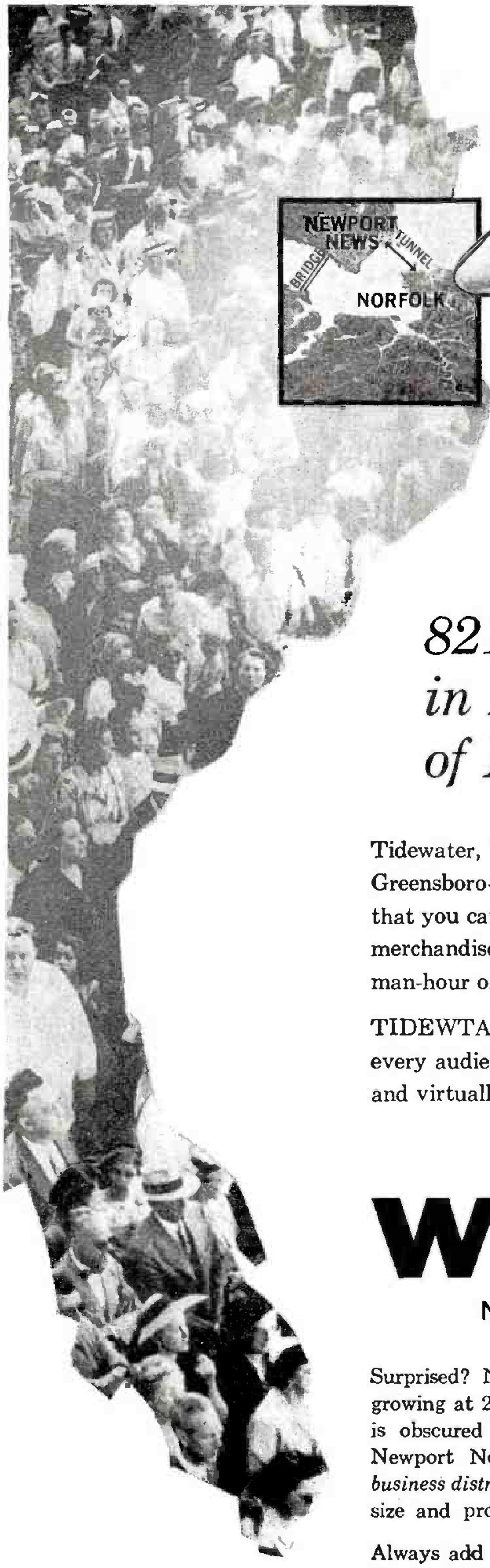
Mr. Seavey said his group, Regional Broadcasters, is newly-organized with its present sole object to secure ratification without reservation. He said he has followed the U.S.-Mexican negotiations and has become convinced Mexico will allow only limited secondary use of its clear channels spelled out in the agreement (increase of U.S. daytimers on Mexican clears from 1 to 5 kw). He said if any reservation is included in ratification of the agreement, about which Mexico is "most sensitive, I am fearful any hope for Mexican ratifica-



GREATEST CONCENTRATION OF PEOPLE IN THE ENTIRE SOUTHEAST

Metro Area	People Per Square Mile	Population* 1-1-60	Square Miles
Tidewtar	891	821,469	922
New Orleans	796	889,977	1,118
Louisville	790	717,462	908
Memphis	780	585,754	751
Birmingham	578	646,354	1,118
Atlanta	552	951,046	1,724
Tampa-St. Pete	530	691,308	1,304
Miami	449	921,700	2,054

*As of 1-1-60, projected from Sales Management figures of 1-1-59 according to forecasts in November 10 issue.



TIDEWATER, VA.

NORFOLK AND NEWPORT NEWS

821,469 People in HALF the area of Metro Atlanta or Miami!*

Tidewater, Va., is a metropolitan area as rich in retail sales as the Charlotte, Greensboro-High Point, and Durham metro areas combined . . . yet so compact that you can sell more through fewer outlets, get better distribution of advertised merchandise, better coordinated wholesale and retail promotion, more sales per man-hour of your merchandising effort, and more per advertising dollar!

TIDEWTAR is a better way to spell it—and sell it. For WTAR-TV has led in every audience survey ever made here, has *no duplication* within the metro area, and virtually no competition from any station outside the market.

WTAR-TV

CBS TELEVISION

NORFOLK, VIRGINIA • CHANNEL 3

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Surprised? No wonder. Since 1950 Tidewtar has been growing at 2¼ times the national rate. Also its true size is obscured by unrealistic separation of Norfolk and Newport News as two metro areas. Their *downtown business districts* are less than 10 miles apart. These are the only cities in the U. S. of such size and proximity that are separated, excepting New York, Newark, Jersey City.

Always add Norfolk & Newport News, all ways. They are much closer together than Tampa-St. Pete, for example, with more people, and nearly twice the population density.

tion would be lost."

Mr. Seavey noted there "is much unrest in Latin America" and said that whatever develops, the U.S. will be much better equipped to cope with problems arising in radio broadcasting if the NARBA and U.S.-Mexico agreements are in force.

Mr. McGannon said WBC in a "spirit of compromise" agreed to the treaties, although they would result in interference to its WOWO Ft. Wayne, Ind., and KEX Portland, Ore. He said interference to U.S. regionals by stations in neighboring countries is more destructive than U.S. stations' interference to stations in these countries because coverage by the latter is relatively small.

Continued Protection • Benefits of unreserved ratification of the agreements, he said, are: (1) continuing protection offered by NARBA until negotiation of a new treaty, which will prevent foreign governments, were they free of obligation, from establishing new stations on U.S. frequencies; (2) the pacts provide protection for channels allocated to stations in the U.S. and form a basis from which the U.S. can insist that foreign governments control stations which would cause interference to U.S. stations; (3) NARBA gives the FCC flexibility in regulating domestic broadcasting without affecting the international status of channels; for example, the FCC can administrate U.S. clears in the public interest without changing their status as "clear" channels.

FCC Comr. Hyde
Cuba may get greedier yet

One statement by Mr. McGannon—that DBA wants fixed hours for daytimers for "economic reasons only"—brought a question from Sen. Lausche as to whether WBC itself was motivated solely by reasons other than economic.

Mr. Smith said that as an indication of how broadcasting as a whole favors the two agreements, more than 10 state broadcaster associations have gone on record as favoring ratification. He said he feels a majority of daytimers would support the agreements.

He said the average station owner realizes the chaotic conditions that would prevail if there were no agreement binding North American countries.

Mr. Hayes said it would be impossible to make a full evaluation of predicted interference unless all daytimers were permitted to operate. He said the broadcasting industry has learned it can look to the FCC for protection of the best interests of all and said he recommends ratification without reservation. He noted that WPIK is a daytimer on 1 kw.

Interference Potential • Mr. Reinsch said that while no agreements have been in force for several years, "fortunately" North American countries by and large have adhered to the provisions of the two treaties. But if the Senate does not ratify them, the likelihood of other countries continuing to adhere to the agreements "is extremely remote," he felt. Indiscriminate use of all frequencies by other North American countries would result in such serious interference that millions of U.S. listeners would be deprived of one or more radio signals presently available to them, he said.

Mr. Whitney said that while he approves the general purpose of the two agreements, ratification would injure KFMB (5 kw on 540 kc) and he feels the Senate should give special consideration to that station's circumstances.

At an international telecommunications meeting of nations at Atlantic City in 1947, it was agreed Canada would have I-A priority on 540 kc, but in 1948, Mexico, over U.S. protests, authorized a 150-kw station at San Luis Potosi, S.L.P., as a Class I-A. The FCC refused to recognize the Mexican claim, authorized KFMB to shift to 540 and promised to try to protect KFMB, he said. But to secure agreement with Mexico, KFMB later was made a "sacrificial lamb," he said, and even though KFMB could go to 550 kc (with 5 kw fulltime), it would have to directionalize toward Mexico and the Pacific—a reduction to one-ninth of its present service, Mr. Whitney said.

He proposed that the Senate condition ratification on a plan for KFMB and the Mexican station to protect each other with directional antennas. Any other alternative plan which would be "fairly compensatory" would be acceptable to KFMB, he said, noting that KFMB might be given an assignment on one of the clear channels FCC has proposed to duplicate in the western region of the U.S.

Aimed at U.S. • Mr. Cottone said several high-powered stations in Mexico are aimed at large areas of the U.S. and that the U.S.-Mexico agreement would further this protection. He felt the U.S. should consider the "legitimacy" of protecting these Mexican stations at the expense of U.S. broadcasters. He said there appears to be no reason for the "absolute principle" of securing an "abhorrent . . . agreement at any cost."

Effectiveness of the treaty would "shut the door" for U.S. daytimers on Mexican clears, he said, and also would affect pending legislation that would extend daytimer service from 6 a.m. to 6 p.m.

Mr. Cottone said the opinion of engineers for DBA is that FCC's reasons for denying extension of time to daytimers don't "give the whole picture." Skywave propagation, he said, is "not very reliable." Local listeners, he said, favor their local station to programs from regionals long distances away. DBA is only asking, he continued, that they stay on the air "a little longer;" the skywave phenomenon, he said, builds up slowly and doesn't begin with a "bang" at the moment of sunset.

KFMB's Whitney
Treaty's 'sacrificial lamb'

He said DBA feels listeners should be polled to see how they feel about a choice between local and regional service. He noted that a few daytimers at times have operated before sunrise with no complaints by the dominant station on the frequency until the daytimers were required to get permission from the dominant—and were refused.

Mr. Cottone said that an exodus to fm places the burden on the small operator to buy new equipment, promote circulation, and other expenses; he

Happily discussing the mushrooming Twin Cities market, above, are Dave Abbey, manager of the new Twin Cities Katz office; Rufus Hanson, exec. vice president, First National Bank; and Phil Hoffman, vice president and general manager, WTCN-TV and Radio (mushrooming ABC).

KBOA's Rep. Jones
The 'big boys' do all right

Daytimers' Cottone
He wants the door left open

noted many daytimers are already pioneer fm broadcasters, but are limited in circulation.

Mr. Cottone proposed that the Senate adopt the third or fourth alternatives (see alternatives under Comr. Hyde's testimony, foregoing).

Rural Service Outmoded • He said clear channel stations have more than they need to render adequate service; that the "rural service" concept set forth years ago now is outmoded. He noted DBA has suggested daytimers be allowed to go to longer hours on a test basis.

Rep. Jones said the FCC still is using criteria developed in the 1920s in protecting clears and regionals and that today there is no need by small communities for programs of faraway stations. Local people want local news, weather reports and other local programs, he said, noting his station has to leave the air at 4:25 p.m. during one month of the year.

He said small stations are not well-enough financed to look after their interests at the FCC, while the "big boys" [clears, regionals] can look after themselves pretty well." Rep. Jones said he didn't think Comr. Hyde's statement about daytimers' signals being destroyed by interference after sunset would "hold water."

Mr. Livesay's letter held unconditional ratification of the Mexican treaty would "close the door for many years" to extended hours for some 265 U.S. stations operating on Mexican clear channels. He said sunset in Maine is two hours before sunset in Mexico, therefore, the Maine station must go off the air two hours before it could possibly cause interference to the station in Mexico. This is typical of the "unreasonable and impractical" restrictions in the treaty, he said.

Sen. Frank Carlson (R-Kan.) submitted a letter from Ben Ludy, KWFT Wichita Falls, Tex., urging unreserved ratification and quoting a news story of a Mexican move toward intensified nationalism in broadcasting which might affect subsequent negotiations with that country.

Mr. Seavey entered in the record a Broadcasting editorial urging ratification and Sen. Morse entered 48 letters to him from broadcasters and others, 38 of which urged ratification.

Comr. Hyde was asked to furnish comments before the record was to be closed last Friday on the FCC's opinion of whether KFMB could seasonably be compensated for its "injuries" under the Mexico pact and on whether, as suggested by daytimers, the FCC's position that daytimer extensions would result in excessive interference is not necessarily sound on a case-by-case basis.

OVERSIGHT REPORT
To review quiz probe and request new law

The House Legislative Oversight Subcommittee plans to release early this week its "interim report." It will review the tv quiz show investigation of last year and recommend legislation to halt such irregularities.

Chairman Oren Harris (D-Ark.) said the report will be issued preceding the nine-man House unit's payola hearing which begins next Monday (Feb. 8).

Meanwhile, the subcommittee has been holding frequent closed sessions where, a staffer said, the interim report has been drafted and redrafted several times. Its specific contents have not been indicated as yet. A hint is contained in Rep. Harris' remarks on a report on broadcasting by Attorney General William Rogers (Broadcasting, Jan. 11). The Arkansas Democrat said any new legislation should cover not only broadcasters and their employes involved in deceptive practices, but such people as sponsors, advertising agencies, producers or anyone else involved.

One subcommittee member last week said this might be done by amending the Communications Act to make it a criminal offense for such non-licensee parties to cause a licensee to fail to carry out his proper broadcasting functions in the public interest.

Meanwhile last week, the subcommittee took up most of at least two all-afternoon closed sessions to question Anthony Mammarella, former tv associate of Philadelphia disc jockey Dick Clark.

Mr. Clark is star of ABC-TV's weekday *American Bandstand* featuring music for teenage dancers, and star of a Saturday night variety show also on ABC-TV.

No Comment • Mr. Mammarella would not discuss what questions he was asked. He resigned as producer of *Bandstand* and associate producer of the Saturday *Dick Clark Show* last November after an ABC-TV ultimatum that he and Mr. Clark drop their outside business interests or lose their jobs at the network. This was just before public acknowledgment by the House subcommittee that it was investigating allegations that the pair played hit tunes on the Clark shows that were recorded by a company in which they held interests.

Mr. Clark agreed at that time to dispose of his interests.

Mr. Mammarella said last week he was still associated with the disputed firm, Swan Record Co. of Philadelphia. Rep. Harris refused to identify the witness earlier except to smile and answer "yes" when asked whether he was a disc jockey or a record manufacturer. Mr. Clark is expected to testify in the payola hearing, it has been reported.

Reports circulated last week that other prominent disc jockeys and record industry people were under subpoena. After wrap-up visits to New York, Boston and Philadelphia the previous week, subcommittee staff investigators were in

Cleveland last week.

Chairman Harris said last week the subcommittee would continue holding its closed sessions until the Feb. 8 hearing begins. He said his Communications & Transportation Subcommittee will take up two FCC reform bills sometime after the payola hearing.

All-am stereo rules asked by Kahn Labs.

Kahn Research Labs., New York, last week petitioned the FCC for rulemaking to approve rules and standards for Kahn's adapter system of stereo broadcasting for am stations.

The new system, Kahn said, "should permit the listener to stereophonically receive the new signal with two conventional am receivers," one tuned just above, the other just below, the main carrier. The system is compatible with existing monophonic receivers; will not require any increase in allocated spectrum space, and will be simple "and relatively inexpensive," the FCC was told.

In the Kahn system, stereo channel A modulates one sideband to the main carrier and channel B modulates the other.

Earlier Kahn asked the FCC to permit am stations to operate with its new compatible-single sideband system to reduce interference and improve signal quality. This petition is still pending (BROADCASTING, Jan. 25).

Kahn also announced sale of its new all-am stereo adapter system to stations in Latin America and Canada. The adapter system enables a single am transmitter to function for stereo.

Position on fm stereo due by FCC in March

The FCC will attempt to make known its position on stereophonic fm broadcasting "shortly after March 15." This hope was made known in a letter to D.R. Hull, Electric Industries Assoc.

The letter was in answer to Mr. Hull's request that the FCC establish a National Stereophonic Radio Committee on an organizational basis similar to that of the Television Allocations Study Organization. The Commission told Mr. Hull that his request would be deferred until its position on the matter was made known.

The Commission made known its preference that stereo fm broadcasting be adopted prior to stereo considerations in either am or tv broadcast services. "The Commission is desirous of proceeding expeditiously," the letter said, "with its consideration of fm stereo in light of the interest which has developed in it and its relatively long pendency before the Commission."

In the Interest of All the Great Companies
Who Serve the American Public
We Wish to Ask

MR. EARL W. KINTNER

These Questions:

TED BATES & COMPANY, INC.

Turnabout: Bates questions Kintner

The Ted Bates agency discarded all protocol last week and bought full-page space in six newspapers in three cities to ask Earl W. Kintner, chairman of the Federal Trade Commission: "What are your rules?"

The ad, which appeared in last Monday's newspapers, maintained that Bates' client, Colgate-Palmolive, was unfairly tarred with the charge of dishonest advertising because "artifices" were used on tv commercials to overcome the limitations of the tv camera.

Colgate - Palmolive was charged with misrepresentation in its sandpaper demonstration for Palmolive Rapid-Shave cream (BROADCASTING, Jan. 18).

A major point made by Bates was that newspapers gave the charges such prominence that the ad's effectiveness has been compromised. The demonstration has been deleted, Bates said, because of this. Bates also stated the case will be fought through the courts.

Bates Agency was named as one of the respondents in the case.

The reaction rumbled underground; no statements were made.

• Mr. Kintner let it be known that he felt he could not comment since as a member of the FTC he was a judge having to try the case.

• Some quarters in Madison Avenue privately cheered the Bates move, but some expressed doubt as to the wisdom of the tactic.

The Bates full page ad appeared Jan. 25 in the *New York Times, New York Herald Tribune, Wall Street Journal, Chicago Tribune, Washington Post* and *Washington Evening Star*.

The text of the advertisement asked these questions of Mr. Kintner:

"Is imaginative selling against the law?" "Is this [the use of artifice to overcome the limitations of the camera] misleading?" "Is this deceptive?" "Is this dishonest?"

The gist of the Ted Bates inquiry was that the use of substitutes was necessary to make the product look like the real thing because of the shortcomings of the tv orthicon tube. It offered the following examples:

A blue shirt appears white on the tv screen. Yellow looks gray. Red looks black. White looks gray.

Visual substitutions are widely used, the advertisement stated: Ice cream may be plastic. Ice cubes in a soft drink may be glass.

After quoting Mr. Kintner's remarks last November—that the use of props that do not result in material deception will not be questioned—the Bates Agency declared that the complaints filed Jan. 15 and broadcast in damaging news stories all over the country indicate a change in that attitude.

The agency related its beliefs in the truth of the claims made for Palmolive Rapid-Shave and iterated that the application of Rapid-Shave to sandpaper with enough time left for it to soak will permit the sandpaper to be shaved.

"However," the ad said, "(like the make-up of actors, the 'snow' and the behavior of certain foods before the camera), the color variations between the shaved and unshaved sandpaper do not register properly through a tv lens."

The agency also asked whether Colgate-Palmolive will be accused of deceptive advertising because it uses gray fabrics to show as white after being washed with Colgate-Palmolive soaps and detergents.

The courts will decide this, the Bates agency said, "for it will be fought out in the courts."

The complaint filed against Colgate - Palmolive three weeks ago charged that the tv commercial showed what purported to be sandpaper on which some Rapid-Shave was placed and allowed to soak. It was then shaved. Fraud, said the FTC, because the sandpaper was not really sandpaper.

THE FTC's CONTROVERSIAL HOOSIER

What's ahead for Kintner, the shadow over advertising?

Every so often in Washington the star of a federal official, who for years has glowed dimly in the inner ranks of government and those citizens who have business with the man, begins to blaze fiercely. Such a star is today blazing for Earl W. Kintner, chairman of the Federal Trade Commission.

There are millions of people who never heard of Earl Kintner until Ted Bates blazoned the name in full page newspaper ads (see opposite page).

The man whose star burns so brightly is a 47-year-old, pipe-smoking, soft-spoken Hoosier who is going somewhere fast.

No one can tell with certainty where he will end up. But five will get you ten it'll be a federal judgeship. On the other hand some observers of the Kintner phenomenon insist he's headed for a six-figure income in private Washington law practice.

Persistence and Ability • Wherever he's going, all agree that Earl Kintner has a good chance of getting there. It's his persistence, they say, and his ability to keep his eye on the main chance.

There's no question about his persistence. Twice, he's been president of the Federal Bar Assn., an organization of lawyers who work for Uncle Sam and those who practice before federal agencies. This in itself was a break with tradition. No one before him served as president more than once.

When he first became president, in 1956, the FBA membership was 1,200. When his second term expired, in 1958, the membership was 6,000. He bulled through the establishment of a building corporation, and he's the president of that corporation. He's president, also, of the National Lawyers Club, a lawyers' social organization in the Nation's Capital.

In a Hurry • Lawyers say Mr. Kintner climbed to the chairmanship of the administrative law section of the American Bar Assn. before his time. He is the 1959-60 chairman. As prevails in so many organizations, there is an escalator arrangement whereby members who get on the moving platform eventually reach the top. In this case, it is related, Mr. Kintner was not even on the escalator but managed to get the number two spot two years ago through heavy support from his friends. Naturally, he moved into the chairmanship last year.

The Kintner talent for shaking things up got its severest test last fall.

For 40 years the FTC was known as the "Old Lady of Pennsylvania Avenue." Reporters could never get more than a mere recital of the facts in a case from FTC staff personnel. No one in the agency would talk to an outsider. It was the personification of stodgy bureaucracy.

Modern Day FTC • Today all that is changed. Virtually single-handedly Earl Kintner galvanized the trade commission into one of the most talked about operations in Washington. All this in the five months after being named chairman of the FTC.

Not only has the publicity mounted, but he has personally taken on a speaking calendar that would have turned the hair of old-line FTC employes. Reporters not only can see commissioners, but also FTC lawyers. The FTC information office has even put out pictures of questioned advertising.

The tv quiz scandals gave Mr. Kintner his break.

NAB, holding a fall regional conference in Washington, invited the FTC chief to address one session. He turned the invitation down at first. (He had, only days before told the House Legislative Oversight Committee that the FTC had no jurisdiction over programming.) Then, for reasons as yet unknown, Mr. Kintner changed his mind. He asked the NAB to restore him to its agenda.

First in a Series • His speech to the 300-odd broadcasters in Washington was the first of what became a series of speeches, pronouncements, comments and interviews. In effect, Mr. Kintner took the play away from the FCC on the question of rigged quiz shows, payola and deceptive and false television advertising.

There are those who theorize that this is being done at the behest of the White House. They think the President or his advisors have been unhappy with the FCC's lack of action and have turned to the FTC chairman to "take care of the problem."

No matter how it began, Mr. Kintner not only charged into the picture with gusto but he made things happen.

Aside from speeches and public appearances (including radio and tv), Mr. Kintner convened the top echelon of broadcasting at a public conference. This occurred early in December and saw the presidents of all radio and tv networks, the NAB president and the Tv Code Review Board chairman in attendance.

This meeting lasted all of 90 minutes. It left the broadcasters as nonplussed as they were when they got the invitations

FTC's Earl W. Kintner
Clean up advertising or the government will

to attend. Most of the time the broadcasters explained to Mr. Kintner and his four fellow commissioners how network continuity works and what NAB and its code review board were doing. Mr. Kintner spent his time exhorting broadcasters to "clean up the mess."

Deception • The FTC followed up this meeting within two weeks by a widely-publicized conference on deceptive practices. This meeting (at which consumer, labor and social organizations were represented) turned out to be directed at sharp selling practices rather than at advertising. But there were mentions of advertising and the newspapers read broadcasting into their stories wherever they could.

It was at the meeting with broadcasters that Mr. Kintner disclosed that the agency was "intensively" investigating payola. This, to him, was commercial bribery and thus, an unfair trade practice.

It was shortly thereafter that the FTC exploded into what by comparison with prior years was a frenzy of activity.

The first batch of complaints were directed at the under-the-counter payola practice. In a matter of two weeks, Mr. Kintner had his first consent judgment from RCA.

Charges of advertising misrepresentation reached their peak last month when four of the leading national advertisers were charged with falsifying their tv commercials.

Vigorous Tv Activity • FTC activity on tv commercials had come to the forefront in 1956 when Congress gave the agency extra money to establish a tv-radio monitoring unit. And this surveillance had resulted in a step-up of charges against tv and, to some degree, radio commercials. But nothing like the activity of the last three months.

A reporter once referred to the FTC chairman as "that farm boy." In truth this is what Mr. Kintner is, an Indiana farm boy who from the age of eight earned his own way.

He's also a chef of sorts. He supported himself through college (DePauw U. and Indiana U. Law School) as a restaurant cook. Even today he occasionally whips up a pie or pastry for the delectation of Mrs. Kintner (the former Valerie Patricia Wildy) and his two sons.

Earl W. (for Wilson) Kintner was well established in private practice after receiving his LL.B. in 1938 and even on the early rungs of a political career (Princeton, Ind., city attorney and then state circuit prosecuting attorney) when World War II intervened. He served in the Navy as a lieutenant, and after the war was appointed deputy U.S. Commissioner of the United Nations War Crimes Commission. This was one of the most fascinating as well as the most significant pieces of work he has done, Mr. Kintner acknowledges.

Climbing The Ladder • In 1948 he joined the FTC as a trial attorney specializing in antimonopoly work. Five years later he was named general counsel and on June 9 last year a commissioner and chairman. Mr. Kintner is filling the unexpired term of retired FTC Comr. John W. Gwynne. This runs out in September.

Befitting a man who is on his way, Mr. Kintner is a joiner. He belongs to the usual bar associations, is a member of the Cosmos and National Press and the Federal clubs of Washington. He is a member of the American Legion, Disabled American Veterans, the Masons (a Shriner and a past master), Phi Delta Phi, Pi Sigma Alpha, Delta Sigma Rho and Sigma Delta Chi.

The Kintners live in the fashionable Georgetown section of Washington and are members of St. Thomas Episcopal Church.

Earl W. Kintner is not related to Robert E. Kintner, NBC president.

Tomorrow, Mr. Kintner faces his "moment of truth." He is making what he considers his major address on advertising to the assembled giants of the Assn. of National Advertisers. What he will say is unknown at this writing, but there are certain guideposts that can be read. These are from a recent personal interview with BROADCASTING.

Mr. Kintner makes three major points. These are that (1) false and misleading advertising must be swept from the airways; (2) touched up commercials are all right provided they aid in portraying the product in its true light, but they are suspect if they enhance the qualities of a product or make a competitor's look worse than it really is, and (3) all media, including broadcasting, must bear a "moral" responsibility for screening advertising so that even those not otherwise illegal but which are skirting close to this or those which offend the public taste are prohibited.

Public's Reaction • In talking about the FTC's intensified interest in tv, Mr. Kintner said that hundreds of complaints came into the agency from the public due to the publicity engendered by the Harris committee revelations about fixed quiz shows. Many of them, he said, were pointed at what the sender claimed was poor taste.

But perhaps the most significant element in Mr. Kintner's remarks are his views on the place of the medium in the regulatory scheme of things. Many observers have felt that Mr. Kintner was singling out the broadcast medium for special attention. Here is what he said the other day:

"We're not deliberately singling out any media for attention except that we do have a great influx of complaints against television advertising and we are, it is true, vigorously attempting to clean up that situation. At the same time we have an equally vigorous program operating with respect to false and mislead-

Colgate denies FTC false ad charges

Colgate Palmolive Co. last week denied Federal Trade Commission charges that its advertising for Colgate with Gardol was false and misleading.

The FTC issued its complaint last November (BROADCASTING, Nov. 23). The trade agency charged that newspaper, magazine and tv advertisements misrepresented that the dental cream forms a "protective shield" around the teeth protecting users against tooth decay.

In its reply, Colgate Palmolive pointed out that it has continuously submitted sample advertisements to the FTC and has voluntarily made suggested changes. It emphasized that in October 1958 it submitted sample print advertising and tv commercial continuity on Colgate with Gardol using the "protective shield" device and that it voluntarily modified its advertising in line with suggestions made by FTC officials.

It added:

"From October 1958 to November 1959 the Commission made no objection to such advertising and television commercials or the use of the illustrative 'protective shield' and the Commission gave notice of its objection to the 'protective shield' for the first time by the service of the complaint herein. Thereupon, respondent voluntarily changed its advertising and television commercials and at great expense permanently discontinued the use of the illustrative 'protective shield' in its advertising and television commercials and made certain other changes in such advertising and television commercials and reference is made to respondent's new advertising and television commercials for a complete statement of their content."

The company asserted that none of the questioned advertising "when read or viewed in its entirety," makes the alleged representations directly or indirectly.

Colgate Palmolive also claimed that instead of its advertising having diverted trade from competitors and substantially injured competition, the reverse is true.

It asked that the complaint be dismissed.

ing advertising in other media.

"For example, of approximately 300 cases brought in the past three years involving deceptive advertising practices, I would estimate that only about 20% primarily concerned false and misleading advetrising in the broadcasting medium. The great bulk of the cases concerned deceptive practices in the printed media. We have had with us for 40 years the problem of false and misleading advertising in the printed media. This is an old problem and a continuing one.

What's Good For The Goose • "Don't forget. If we eliminate false and misleading advertising in one media, we tend to eliminate it in all media. Because typically false and misleading advertising particularly if it is a national campaign, appears both in broadcasting and in the printed media."

Mr. Kintner's remarks became more astringent when he was asked about the relative responsibility of the advertiser, the agency, the account executive and the medium when deceptive advertising is involved. He said:

"I think that the first responsibility rests upon the advertiser who pays for the advertising. Then there is the heavy responsibility resting upon the advertising agency, particularly where the advertising agency actively engages in the formulation of the program and the representation which are made.

"It is for this reason that the Commission recently has been routinely examining into the responsibility of advertising agencies. Where it finds that the agency must share responsibility for the preparation of particularly objectionable copy, then the Commission has, in recent cases, cited the agency as well as the advertiser.

"Now there is another area of possible responsibility with respect to the media —radio and television, newspapers, periodicals and magazines. I feel that these media certainly have a responsibility to the public to eliminate advertising or to reject advertising which clearly is false and misleading. The hard problem comes where these media are merely the conduits for publication of false and misleading advertising and do not have any role in formulating the particular objectionable advertising.

"If the latter is true, and they employ copywriters who actually prepare false and misleading copy, they may well have a legal responsibility in that respect.

"I would hope that our program for cleaning up advertising could be obtained without the necessity of citing any of the media."

A Matter Of Taste • What does Mr. Kintner say to charges that the FTC has injected itself into situations where it has no business; into matters, for example, that are not deceptive but possibly in poor taste? He has an answer for that too:

"The Commission does not, as I have explained, have a legal responsibility in this area, but we here at the FTC are interested in the advertising industry. It is a large, $12 billion essential industry in America. We are interested in its well-being and in its future. To the extent that the future of this industry is impaired by advertising in poor taste, of course, we are concerned.

"I feel that business, and this particularly applies to advertising, must be alert to make sure that the public has confidence in advertising. Advertising is based upon public confidence and this should be one of its primary concerns.

"Public confidence is the finest asset broadcasters can have in the future of their industry. Each of them, as operators of a station, has a heavy stake in the future of the industry. I would suggest to them that they keep this ever in mind with respect to all their operations and particularly with the type of advertising which they accept for dissemination to the public."

TV SEPARATION

FCC putting 'interim' plan into operation

The FCC last week took the first steps to put into practice a still pending "interim" policy permitting tv stations to be placed closer than existing mileage separation minimums.

The Commission announced a proposed rulemaking to add additional channels in Grand Rapids, Mich., and in Providence, R.I. Both would entail substandard separations with co-channel stations.

It also made final its proposal to add ch. 3 to Corpus Christi, Tex.

At the same time the FCC agreed to postpone the deadline for comments on its proposal to permit shorter spacing. In answer to requests by the Assn. of Federal Communications Consulting Engineers, Assn. of Maximum Service Telecasters and NBC, the Commission extended the deadline from Feb. 19 to April 19 for comments, and from March 7 to May 4 for replies. ABC opposed this extension.

Opposition • The proposals for the Grand Rapids drop-in were opposed by Comrs. Rosel H. Hyde, Robert T. Bartley and Robert E. Lee. That for Providence was opposed by Comrs. Hyde and Bartley, with Comr. Frederick W. Ford concurring in part and with Comr. Lee absent.

In the Grand Rapids area the FCC offered three plans, two its own and one suggested by Atlas Broadcasting Co. These proposals were:

FCC Plan A—Add ch. 13 to Grand Rapids from Cadillac; substitute ch. 7 for ch. 13 at Cadillac; ch. 9 for ch. 7 at Traverse City; ch. 3 for ch. 9 at Alpena, Mich. This would require ch. 13 WTVW(TV) Cadillac to move to ch. 7, resulting in substandard mileage separation with ch. 7 WXYZ-TV Detroit. It would also require ch. 7 Traverse City to move to ch. 9.

FCC Plan B—Add ch. 11 to Grand Rapids, resulting in no other changes. This would require the Grand Rapids ch. 11 station to be substandard with co-channel stations WTTW(TV) Chicago and WTOL-TV Toledo. It would also require WLUK-TV Marietta to change offset from plus to minus.

More Proposals • Atlas Broadcasting Co. plan—Add ch. 13 to Grand Rapids from Cadillac and substitute ch. 9 there from Alpena. Add ch. 13 for education in Alpena and remove the noncommercial reservation from ch. 11 Alpena. This would require ch. 13 WTVW(TV) Cadillac to shift to ch. 9 and would require the ch. 13 Grand Rapids transmitter to be 25 miles or more northwest of the city to meet minimum mileage separation standards.

The proposal for putting ch. 6 into Providence would require the deletion of this vhf channel from New Bedford, Mass.

The Commission already had announced the prospect of this move, notwithstanding the presence of four applications for the New Bedford facility. Last week, one of the New Bedford applicants dropped out and the remaining three announced they had agreed to merge. E. Anthony & Sons (WNBH New Bedford) paid applicant Wilson Broadcasting Co. $25,530 as reimbursement for out-of-pocket expenses when Wilson withdrew. The other two applicants are Eastern States Broadcasting Corp. and New England Television Co.

If ch. 6 is assigned to Providence, it would require a transmitter site less than 170 miles co-channel minimum in order to place a principal city signal over the Rhode Island city, the FCC said.

ST. LOUIS CH. 2

Robert Jones revises testimony; ruling due

The examiner's ruling on the controversial St. Louis ch. 2 rehearing may be issued early in March. This was made known last week by special examiner Horace Stern at the last day of the proceeding involving charges of private conversations by KTVI (TV) St. Louis principals and FCC commissioners.

The hearing was held in Philadelphia to permit former FCC Comr. Robert F. Jones to revise his earlier testimony. He previously had testified that he had spoken to no commissioner about the St. Louis matter, but asked to be returned to the witness stand to clarify this point. Last week Mr. Jones, one of the attorneys for Signal Hill Telecasting Co., licensee of KTVI, said he had learned from a colleague that he might have sent a communication to Comr. T.A.M. Craven on this subject before the final decision was announced March 1, 1957.

Communication Found • A letter dated Jan. 24, 1957 from Mr. Jones was found in Comr. Craven's files. Attached to the letter were a map depicting the service areas of ch. 2 in St. Louis and in Terre Haute and a "timetable" of prospective FCC action on the ch. 2 reallocation. This was put into the record by the Commission lawyers.

Mr. Jones emphasized that the communication dealt only with the possibility of securing temporary authorization for KTVI to switch from ch. 36 to ch. 2 if and when ch. 2 was moved to St. Louis from Springfield, Ill. The FCC made the move in 1957.

Comr. Craven did not participate in the final FCC action in this reallocation.

Mr. Jones said the communication was about the use of the KTVI site and that he "tried to feel out Comr. Craven and perhaps Comr. McConnaughey [former Chairman George C. McConnaughey] with reference to the Commission's attitude on relaxing separation requirements."

In answer to several questions from the examiner and counsel, Mr. Jones expressed his views on the propriety of off-the-record discussions on rulemaking matters—and also his attitude toward the 1952 order which established intermixture of uhf and vhf channels in the same cities and the principal of minimum mileage spacing.

"I think," he said, "that the general counsel, parties, public, senators, anybody can talk about the abstract problems of the Commission's allocations problems . . . in my view it was a national disgrace to adopt the kind of report and rules that the Sixth Report and Order comprehended. I think all of the problems of the Commission in television stem from not going back to basic principles . . . so that the Commission would reserve for itself the freedom to follow this dynamic art of television as the public interest seemed to dictate in any particular case before them."

Sen. Taft Cited • Mr. Jones, who dissented from the 1952 tv allocations scheme when he was a member of the

FCC, recalled that congressmen and practitioners made *ex parte* representations to the Commission or commissioners. He said he recalled that the late Sen. Charles A. Taft (R-Ohio) called him once to inquire about an assignment in Cincinnati where the Taft station there was being adversely affected by the Crosley station in Dayton.

He continued:

"I have felt that the methods used in this and other proceedings [so-called deintermixture] are merely scratching a cancer. The Commission must eventually face up to the basic problems. And one of them is the mileage separation problem [which] was taken as a policy decision rather than on scientific grounds."

Mr. Jones said he thought the Commission was finally coming around to his point of view. He referred to the FCC's proposed "interim" policy to permit substandard spacing between co-channel stations.

Entered into the record also was a 1950 memorandum from then acting general counsel Harry Plotkin to the chief accountant of the Commission. In it Mr. Plotkin informed the chief accountant that he could with propriety discuss matters that are involved in rule-making proceedings with outside parties.

Sent Back by Court • The St. Louis case was returned to the FCC for rehearing when the Supreme Court asserted jurisdiction, following an appeal for *certiorari* by Sangamon Valley Broadcasting Co. This followed disclosures before the Harris Oversight Committee that Harry Tenenbaum, a KTVI principal, had talked to commissioners while they were considering whether to move ch. 2 from Springfield to St. Louis. The appeals court called this wrong and told the FCC to look into the matter. Sangamon Valley was the unsuccessful Springfield ch. 2 applicant. WMAY that city won the grant, but was switched to ch. 36, moved into Springfield from St. Louis, after ch. 2 was moved out. Several months ago WMAY surrendered the ch. 36 permit.

• Government briefs

Delays to be studied • Federal Communication Bar Assn. President Frank U. Fletcher has appointed committees to study delays in FCC procedures, following a resolution passed by FCBA members Dec. 10. Committees include FCC "observers" and engineers cooperating with the bar representing AFCCE. Committee chairmen are: No. 1 (initial processing of applications), Howard Head; No. 2 (prehearing procedures), Vincent Welch; No. 3 (conduct of hearings), Jack P. Blume; No. 4 (post-hearing procedures), Parker Hancock. The committees hope to have their reports ready by mid-April, it was announced.

No zones • WCRB-FM Waltham, Mass., last week petitioned the FCC for a rulemaking to delete all language in its rules referring to zone 1 and zone 2 fm broadcast stations. The petition asserted that zone deletions will put all class B stations on the same basis throughout the country regardless of geographic location.

THE MEDIA

NETWORK BILLING UP $6 MILLION

All show increased sales in November over those of last year

The tv networks' gross time billings totaled $568,274,278 for 11 months ending November 1959, a near 11% increase over the same period of 1958. Billing in November for the three networks was over $58.1 million, a boost of 11.8% over November 1958.

The rise in October by NBC-TV which narrowed a gap between it and CBS-TV did not persist in November. That month, according to figures compiled by Leading National Advertisers and Broadcast Advertiser Reports and released today (Feb. 1) by Television Bureau of Advertising, was ABC-TV's record for the year 1959. ABC-TV's gross billing was $12.9 million, a 25.1% gain for the network over its previous November.

NBC-TV and CBS-TV chalked up gains on the monthly comparison. But as for the gap between the two: CBS-TV was ahead of competitor NBC-TV by over $1.6 million (contrasted to the October differential of only $727,150).

On the basis of gross time charges (at the one-time rate) in October and November, the first two months of the current tv season, network monthly billing was coming in at these apparent levels:

ABC-TV is billing close to the $13 million mark; CBS-TV is over $23 million, and NBC-TV has a wider variation, falling somewhere between just under $22 million to a shade below $23 million.

NETWORK TELEVISION GROSS TIME BILLINGS

Source: LNA-BAR

	November			January-November		
	1958	1959	% Change	1958	1959	% Change
ABC-TV	$10,338,126	$12,929,960	+ 25.1	$ 92,550,834	$112,033,136	+ 21.1
CBS-TV	21,853,592	23,442,765	+ 7.3	224,946,459	242,404,016	+ 7.8
NBC-TV	19,817,075	21,765,361	+ 9.8	195,154,287	213,837,126	+ 9.6
TOTAL	$52,008,793	$58,138,086	+ 11.8	$512,651,580	$568,274,278	+ 10.9

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September	8,546,650	21,196,220	18,525,685	48,268,555
October	12,537,020	23,610,441	22,883,291	59,030,752
November	12,929,960	23,442,765	21,765,361	58,138,086

LNA-BAR: Gross Time Costs Only

NETWORK TELEVISION GROSS TIME BILLINGS
by
DAY PARTS

	November			January-November		
	1958	1959	% Change	1958	1959	% Change
Daytime	$17,774,659	$17,953,440	+ 1.0	$153,215,161	$184,688,720	+20.5
Mon.-Fri.	14,077,282	14,202,913	+ .9	130,069,418	156,276,296	+20.1
Sat.-Sun.	3,697,377	3,750,527	+ 1.4	23,145,743	28,412,424	+22.8
Nighttime	34,234,134	40,184,646	+17.4	359,436,419	383,585,558	+ 6.7
TOTAL	$52,008,793	$58,138,086	+11.8	$512,651,580	$568,274,278	+10.9

LNA-BAR: Gross Time Costs Only

New NBC policy on recorded shows, news

NBC's policies on identifying recorded program material and a codification of its standards for handling news were spelled out last week by James A. Stabile, vice president, standards and practices. They apply to NBC Radio, NBC-TV and the NBC-owned stations.

In many ways they are similar to policies issued last December by CBS-TV. In other ways they run counter to CBS-TV's—notably in regard to the need for identifying canned laughter.

CBS-TV said canned laughter must be identified when used ("Audience reaction technically produced" or "augmented"). NBC-TV differed in this way: "when it offends, its fault is not that it is deceptive, but that it is obvious. It should be held within the bounds of taste and conviction and, when so used, it requires no identification."

NBC and CBS-TV seemed in general agreement on such points as that audience should be told if, on news broadcasts and interviews, the interviewee restricts questioning or requires that the program be edited; that newsmen should not say "we switch you to—" when introducing recorded reports; that opinion given by newsmen should be clearly labeled as such; that audiences should be told that "parts of this program were pre-recorded" when such is the case and when this is not apparent from the context in which the recorded inserts occur.

Principal points in the NBC directives are presented in the following text (the one dealing with news handling was described as a reaffirmation of existing standards and practices, some of which had not been put into writing before):

DIRECTIVE NO. 4

The following procedures for identifying recorded program material are established and will govern all such presentations on the NBC Television and Radio Networks and the NBC Owned Stations. The use of recorded material in news presentations is governed by Directive No. 5.

1. Unless the use of recorded segments in a live program is apparent from the context in which they occur, the program shall carry the following audio or visual announcement: "Parts of this program were pre-recorded."

2. The *Today* program on the NBC Television Network, because of the unique technique of its presentation, shall carry the folowing audio or visual announcement: "Except for live news segments, this program was pre-recorded."

3. When a wholly recorded program gives the impression that it is a live presentation, as determined in a periodic review of the broadcast schedule by the appropriate program departments and the Department of Standards and Practices, the program shall carry the following audio or visual announcement: "This program was pre-recorded."

The programs required to carry the foregoing announcement shall be designated by the Department of Standards and Practices in consultation with the Program Department.

4. When live programs recorded for rebroadcast to the Pacific Zone or to Standard Time stations during Daylight Saving Time carry the announcement that they are live, they shall carry the following audio or visual announcement in the closing moments: "This program was pre-recorded for this time zone."

Otherwise, in keeping with a rule of the Federal Communications Commission, the recorded rebroadcast of a network's daily transmission to accommodate time differentials need be identified as such only once a day between the hours of 10:00 AM. and 10:00 PM. It shall be identified with the following audio or visual announcement: "The NBC television (or radio) schedule is brought to you specially recorded for rebroadcast in this time zone."

5. Identification of recorded versions of live programs carried as delayed broadcasts by individual stations shall be the responsibility of the station.

6. The use of recorded audience reaction, colloquially known as "canned laughter," is an artifice of showmanship which, in the view of many experienced showmen, may contribute to the enjoyment of the viewer or listener. When it offends, its fault is not that it is deceptive but that it is obvious. It should be held within the bounds of taste and conviction and, when so used, requires no identification.

7. The provisions of this directive shall be implemented regularly by the appropriate program departments, under the general supervision

Free speech support of educators lacking

Educators are among the articulate minorities with specilized tastes who pay little heed to the essential implications of the First Amendment, Charles H. Tower. NAB economics-broadcast personnel manager, told the Georgia Radio & Television Institute in Athens Jan. 28. He said it is "disheartening to find that some of the most fervent advocates of more regulation come from those who teach."

Mr. Tower said they "have apparently forgotten that historically in western civilization the teachers have been in the forefront of those who fought and even died for basic liberties, cardinal among which is the liberty of free expression without government control."

Mr. Tower said teachers have "jealously guarded the principle that public education must be close to the people and free of the domination of the omnipotent state. Broadcasters and educators have much in common. This common ground should be a basis for a better understanding of the needs and objectives of both."

Sig Mickelson, president of CBS News, warned the institute that expanding schedules of informational programming are in themselves no guarantee of an improved tv service. Instead, he said, broadcasting must exercise leadership, "blazing new trails rather than slogging along behind public opinion over the well established and safe routes where we can stay out of trouble."

Mr. Mickelson pointed to *CBS Reports* as a move to exercise leadership by bringing national and world issues before a broad audience. He said CBS News during 1960-61 plans to have more prime-time programs than ever before.

$2 million grant

The establishment of the Newhouse Communications Center at Syracuse U. to advance research and education in the various mass media was announced last week by Dr. William P. Tolley, chancellor of the university. An initial gift of $2 million has been given to the center by the Newhouse Foundation, established by Mr. and Mrs. Samuel I. Newhouse. Mr. Newhouse is publisher and owner of a group of magazines and daily newspapers, and is active in the of the Department of Standards and Practices.

/s/ James A. Stabile

DIRECTIVE NO. 5

The following statement of policy has been announced by the NBC News Department and approved by NBC management to reaffirm and set forth the practices of the news operation on the NBC Television and Radio Networks and the NBC Owned Stations:

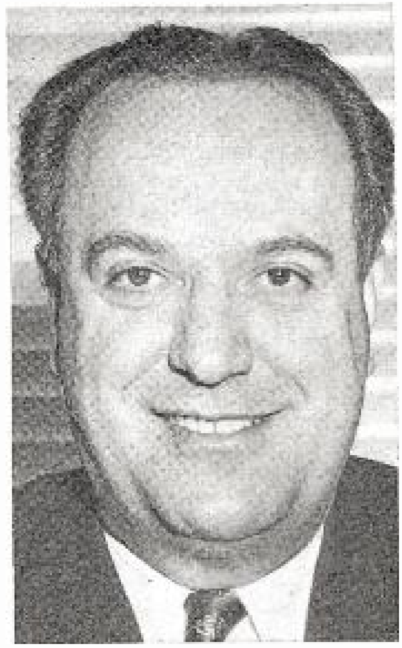
NBC News is dedicated to reporting the news and the meaning of the news accurately, fairly, swiftly and completely. These are goals we share with every ethical news-gathering organization operating in the tradition of a free and responsible press. In addition. NBC News has developed over the years a number of standards and practices arising from the special nature and responsibilities of broadcasting. This statement reaffirms these standards and practices, formalizing some of them in writing for the first time. As in the past, they will be conscientiously applied and supervised to maintain the high level of integrity that has won the confidence of American viewers and listeners in NBC News.

All news programs broadcast on NBC facilities are produced by the NBC News Dept. in accordance with the policies herein announced.

Expression of Opinion

1. As experienced and responsible journalists, NBC News correspondents may express their opinions on the news provided that such opinions arise from a framework of fact presented in the program and are clearly identifiable as their personal views. The object of this policy is to give qualified correspondents proper scope for interpreting the news.

2. Broadcasts by NBC correspondents shall not favor any political party or candidate.



NBC's James Stabile
Issues policy directives

Interviews

All news interview programs should be governed by accepted standards of ethical journalism, under which the interviewer selects the questions to be asked. When there advance agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon. Such disclosure should be made if the person being interviewed requires that the questions be submitted in advance or if he participates in editing a recording of the interview prior to its use on the air.

Recorded Material

1. When the use of recorded news material would give the impression that the event reported in the recording is actually taking place at the time of broadcast, appropriate announcement shall be made disclosing the use of the recorded material.

2. Recorded reports from various locations may be identified on the air as "a report from London," or a "report from Moscow," as the case may be, but they shall not be described as "direct" reports nor preceded by the phrase, "we switch you to . . ."

3. When there is a lapse of more than a day between the recording and use of news material in which the time element is relevant, as distinct from feature stories in which timeliness is not a factor, the audience shall be informed when the event reported took place.

4. No news interviews will be presented on a simulated basis; i.e., by interposing questions between previously recorded answers.

Other Provisions

1. The integrity and dignity of NBC News Personnel is a keystone of NBC News. They must be circumspect in undertaking any outside professional activities and must obtain prior departmental approval of all such activities.

2. News content must be clearly separated from commercials. Where leads-in are used, they must be approved by the News Dept. and must not be worded to suggest that they pertain to a news report.

/s/ James A. Stabile

ownership of various radio-tv stations (WSYR-AM-FM-TV Syracuse, N.Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA [TV] Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore., and 22.7% of KTVI [TV] St. Louis, Mo.). At first, the center will concentrate on graduate and research work in journalism. Later. it will be expanded to include radio. television and magazines.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WORL Boston, Mass.: Sold by Joseph A. Dunn and associates to Richard D. Buckley and John B. Jaeger for $300,000. Buckley-Jaeger group own WHIM Providence. R.I.; WDRC Hartford, Conn., and are awaiting approval of the purchase of KGIL Los Angeles. WORL is 5 kw daytimer on 950 kc.

• KWG Stockton, Calif.: Sold by Hale Bondurant to Carl Haymond for $189,000 plus management agreement. Mr. Haymond owns KIT Yakima, Wash. The transaction was handled by Edwin Tornberg & Co. KWG is a 250 w fulltimer on 1230 kc.

• KENT Shreveport, La.: Sold by Troy Kaichen to Edwin J. Charles, Gervase H. Stafford and Arthur J. Rykken for $138,000. Mr. Charles was general manager of KCKN Kansas City. Broker was Blackburn & Co. KENT is 1 kw on 1550 kc and holds cp for 10 kw day and 1 kw night.

• KNDY Marysville. Kan.: Sold by Marshall Transmitter Inc. (Wendell P. Glaspey, president) to W.N. Schnepp, former general manager of KAKE Wichita, Kan., for $45,000. Transaction was handled by Blackburn & Co. KNDY is 250 w daytimer on 1570 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* For The Record, *page 93).*

• KCOP (TV) Los Angeles, Calif.: Sold by Kenyon Brown, Bing Crosby and associates to Nafi Corp., manufacturers of automobile parts and interiors. Mr. Brown is Nafi's broadcast division head; Mr. Crosby is also a stockholder in Nafi. The transfer was a straight stock switch: Mr. Brown and associates received 44,-

000 shares of Nafi stock in return for 100% ownership of the ch. 13 independent. Nafi closed at 13½ Thursday on the New York Stock Exchange. The Commission had questioned the possibility of excessive "spot" announcements over KCOP but in last week's action renewed its license. Comr. Bartley dissented from sale approval saying: "For 32 years the Commission . . . has consistently held that the principle of integration of ownership-control and management of broadcast licensees is sound public policy. If this principle is still valid, I fail to see why the Commission should grant its consent to this transfer . . ."

• KFBB-AM-TV Great Falls, Mont.: Sold by Wilkins Broadcast Inc. to KFBB Corp. for $616,000. KFBB Corp. is comprised of David E. Bright, chairman of the board of H&B American Corp. (aviation parts), 55%; Ernest Scanlon, Los Angeles motion picture executive, 20%; and Daniel O'Shea, former RKO Radio Pictures president and former CBS vice president, 25%. Joseph P. Wilkins will remain as president and operating manager of the new corporation. KFBB, founded in 1922, operates on 1310 kc with 5 kw. KFBB-TV, which began in 1954, operates on ch. 5 and is affiliated with ABC and CBS.

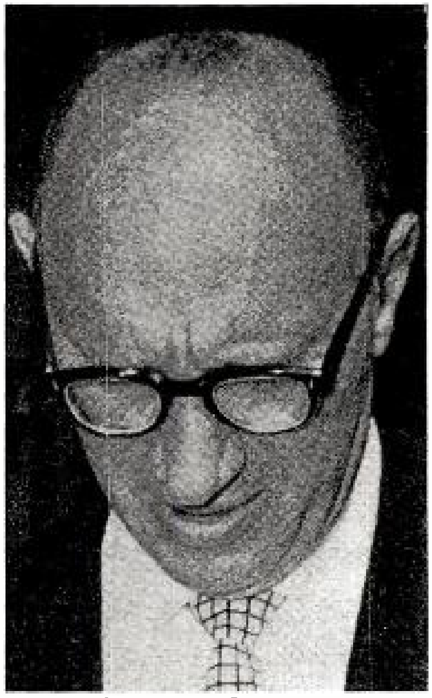
GUTERMA GUILTY
Awaits sentencing in detention house

Former Mutual President Alexander L. Guterma and others were found guilty by a federal court in New York last Wednesday (Jan. 27) of conspiring to defraud the U.S. Government by impeding the efforts of the Securities & Exchange Commission to protect investors, and of wilfully failing to file financial reports with the SEC.

Other found guilty were co-defendants Robert J. Everleigh, an associate of Mr. Guterma, and two corporations, Chatham Corp. and Comficor Inc., which the government contended were controlled by Mr. Guterma.

Bail Denied • U.S. District Judge Lloyd F. MacMahon, rejected a defense plea to have Mr. Guterma and Mr. Eveleigh continued on bail. He remanded both men to the Federal House of Detention in New York pending sentencing Feb. 17. He commented that "the risk of flight by the defendants is much greater now." He told the jury: "If I had been on the jury I would have voted as you did."

Mr. Guterma, who was convicted on 16 counts of a 17-count indictment, faces a maximum sentence of 35 years in jail and a fine of $160,000. Mr. Eveleigh, found guilty on 15 counts, could get a maximum sentence of 32 years and a fine of $150,000. Comficor, convicted on 12 counts, faces a maximum fine of $120,000, while Chatham Corp., named only in one count, faces a $10,000 fine.



FINANCIER GUTERMA
Jury turns thumbs down

Specificially, Messrs. Guterma and Eveleigh were found guilty on charges of wilfully failing to report on their stock ownership in the F. L. Jacobs Co.; hindering and delaying the filing of an annual report for Jacobs for the fiscal year ended July 31, 1958; hindering and delaying a monthly report of Jacobs on the pledge of certain company assets; conspiring to fail to file the reports and defrauding the government by impeding the SEC in protecting the investing public.

The Jacobs Co., which was controlled by Mr. Guterma between 1956 and early 1959, is now operated by trustees. It was named a defendant in the indictment and pleaded guilty at the start of the trial. The company is subject to a maximum fine of $10,000 on the conspiracy count.

Where Money Went • In his charge to the jury, Judge MacMahon referred to government evidence that indicated the Jacobs company had paid more than $1 million for letters of credit and from those proceeds, $689,000 went to Mr. Guterma, Comficor and the Chatham Corp.

For Mr. Guterma, the conviction in the Jacobs case promises to be only the first skirmish in a long legal battle with the government. He also is under indictment for alleged dealing in three other companies he headed—Mutual Broadcasting System, Bon Ami Co. and United Dye & Chemical Corp. (currently known as Chemoil Industries Inc.).

Mr. Guterma, as an outgrowth of his Mutual stewardship, was indicted by a federal grand jury last fall for failing to register as an agent of the Dominican Republic. He also faces a civil suit in Washington, initiated by the Dominicans for recovery of $750,000 allegedly paid by that government to Mr. Guterma in return for favorable broadcasts on Mutual news programs. MBS was absolved of complicity with Mr. Guterma in the Dominican case by U.S. Referee Asa Herzog last October.

Mr. Guterma's association with Mutual begain in September 1958 when Hal Roach Studios, a subsidiary of the Scranton Lace Co., of which Mr. Guterma was board chairman, purchased Mutual. In February 1959, when Mr. Guterma became embroiled in a series of legal actions, he resigned his posts with all companies. Hal Roach Jr. gave Robert F. Hurleigh, now MBS president, an option to buy the network, and Mr. Hurleigh arranged for the sale of the network to a group headed by Malcolm Smith Jr. and Richard Davimos. Following a financial reorganization, the network was re-sold to industrialists Albert Gregory McCarthy Jr. and Chester Ferguson, who now own MBS. Mutual is not involved in any of the legal actions against Mr. Guterma.

PROGRAMMING

THEATRE GROUP TO BUY FILMS

$30 million to be raised to purchase post-48 films for theatres and television

A theatre exhibitor-backed investment group is setting its sights on raising $30 million in preparation for the purchase of television and theatrical reissue rights to the post-1948 film libraries, totalling about 2,000 features.

Ben Marcus, president of Wisconsin Allied Chain, reported last week that his company has become an investor in Motion Pictures Investors Inc. and meetings are being arranged with major film companies. He refused to say which companies are being approached or the names of persons representing MPI, but it is reported that Mr. Marcus and Walter Reade Jr., president of MPI and of Walter Reade theatres, will be the prime negotiators.

Three Money Sources • Mr. Marcus told a news conference that MPI hopes to raise $30 million through various sources—$2 million from exhibitors, $3 million from public subscription and another $25 million from underwriters. He said that MPI hopes to convince underwriters of the soundness of the transaction by citing the success of past theatrical reissues, such as "Shane," "Samson and Delilah" and others.

He acknowledged that the $30 million would be "just a start." Other funds required would be raised through reissues and tv sales. He expressed optimism about theatrical distributors' participation in the MPI project. He pointed out that once MPI obtained theatre and tv rights, it would arrange for reissue through the various selling companies. Accordingly, Mr. Marcus added, distributors would obtain not only funds paid for the rights but also a distribution fee of 30 to 35%.

Mr. Marcus said that not all the post-48 films would have theatrical re-issue value. "Perhaps only eight or ten from each company." He said MPI would make its own arrangements for distribution of the product to tv.

In this connection, Mr. Reade indicated last week that tv distribution of post-48 films probably would be handled by tv film distributors. He added that MPI did not intend to go into that phase of the business. This remark touched off speculation that MPI might seek financial support from tv distributors to reach its $30 million objective. Mr. Reade said the thought this was "a good idea" as tv distributors have a stake in the post-48 features, too.

Mr. Marcus said sale of MPI stock to exhibitors has "accelerated tremendously" since the group announced it would attempt to obtain rights to post-48 films. MPI was set up originally to invest in film company stock so that it would have a voice in policies of the firms.

MPI officials concede that talks already held with film companies have been "exploratory" and "vague" since film organizations are uncertain of the move they should take with respect to post-48 films.

N.Y. seeks dissolution of TelePrompTer

The New York State Attorney General was granted permission last Monday (Jan. 25) to start legal actions aimed at dissolving TelePrompTer Corp., New York closed-circuit tv company, and Floyd Patterson Enterprises Ltd., New York, for attempting to exercise "monopolistic control" of last June's heavyweight championship bout between Floyd Patterson and Ingemar Johansson.

An order was obtained from New York State Supreme Court Justice Samuel H. Hofstadter, permitting the state to begin legal proceedings to void the state charters of the two companies. TelePrompTer operated the closed-circuit tv showing of the bout. Patterson Enterprises is owned jointly by the boxer and his manager, Constantine (Cus) D'Amato.

An affidavit submitted to the court charged there was a "master monopoly plan (signed in May or June of 1958), the clear objective of which was to enable the two companies to exercise complete control over the management, live gate and valuable ancillary rights (i.e., tv, radio and motion pictures) to the promoting of world heavyweight championships." The affidavit claims the alleged conspiracy violates not only the state's Donnelly Act and general corporation law but also the laws, rules and regulations of the New York State Athletic Commission.

Irving B. Kahn, TelePrompTer president, categorically denied the allegations, calling the charges "entirely groundless." He withheld further comment. A spokesman said the two corporations have 20 days to reply to the complaint, which was served last Tuesday (Jan. 26). It is understood that the state may begin proceedings 21 days after the complaint is served.

A TelePrompTer official said that about 15% of the company's revenue in 1959 resulted from its participation in the heavyweight bouts. The overwhelming portion of its business derives from closed-circuit telecasts for industrial organizations, he said.

The affidavit filed in court named Mr. Kahn, Mr. D'Amato and William P. Rosensohn, former TelePrompTer executive turned fight promotor, as the main agents of the alleged conspiracy. The "master monopoly plan," according to the affidavit, had three successive stages:

• Mr. D'Amato was said to have "embarked on a course of continuing control of heavyweight championship contests through the use of subservient promotors and managers foisted by him on the challengers desiring to contend for the title."

• Movie, radio and tv rights were said to have been "taken out of normal promotional and competitive channels, and manipulated solely for the mutual benefit of the D'Amato-Patterson and

Kahn-TelePrompTer interests."

There was said to have been a joint venture over a relatively long period, during which TelePrompTer would have handled the various viewing rights "exclusively on a profit-sharing basis with the D'Amato interests." The affidavit charged that TelePrompTer received tv, radio and movie rights to last June's bout for a $300,000 guarantee, although a rival firm had submitted a $450,000 bid.

KTTV's mobile tape truck set to go

KTTV (TV) Los Angeles expects to put a tv tape truck on the road this week to serve advertisers and agencies on location. The first unit in a fleet of mobile tape trucks planned by the station, the truck is box-like in construction so it can be mated with others to provide a complex of production facilities for major events or special situations.

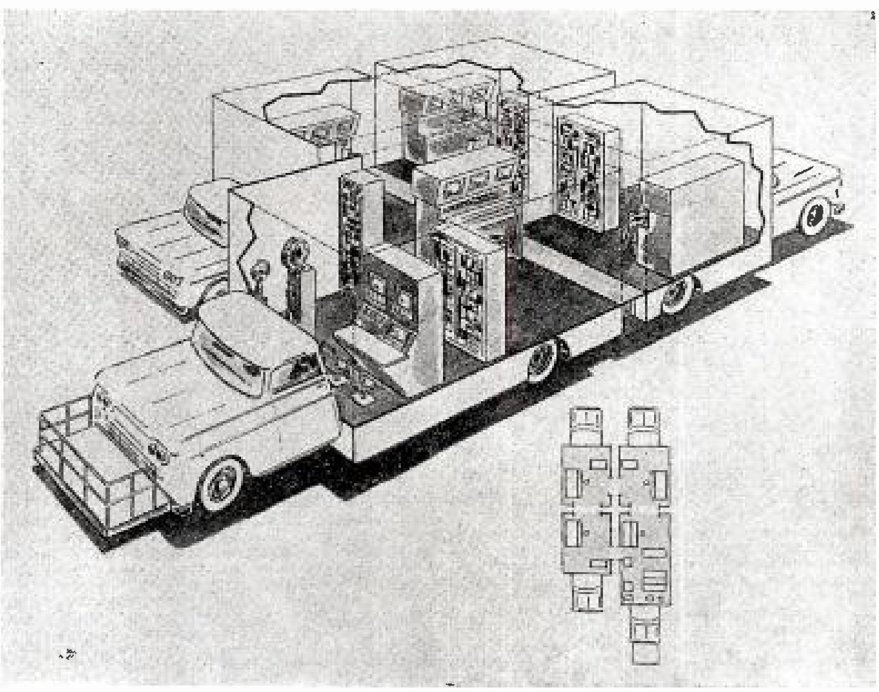
The new unit houses a 1000-B Ampex Videotape recorder which has been "ruggedized" by the station's engineering shop for the rigors of remote service. It also contains two RCA image orthicon cameras for live pickups, an Eastman 16mm projector, RCA slide system Vidicon film camera and a Telechrome special effects generator. Fully airconditioned, the truck has compressed air shock absorbers so that recording can be done while in motion.

The result is what KTTV believes to be a unique advantage—the ability to integrate stock film footage, animation and special electronic effects into tv tape commercials.

"Two years of experience with tv tape production has proved to us that advertisers and producers want and need these facilities," KTTV said. "The simple economics of being able to put titles, prices and 'printing' into a spot by use of slides, rather than requiring an additional camera, cameraman, production man, etc., are obvious. Also, being able to see the finished spot in full detail at the location site and immediately after completion lets advertiser and agency executives know exactly what they have, without having to return to the station to check out the tapes."

To this initial unit, KTTV expects to add other units which are basically tv mobile tape machines. A "family" of four units will be able to handle four individual isolated productions or could be grouped for one grand production. Each unit can also be used in combination with the station's remote camera trucks, allowing producers as much equipment and as many cameras as they need. The units can tie up to KTTV's sound stages and the station's master tv tape center, augmenting the tv tape machines there or used to make duplicate copies of taped programs or commercials. For instance, in taping the International Beauty Pageant for world distribution, all units could record the same pictorial material while each was receiving its own sound track in a different language.

The 18-ft. body was built by Aluminum Body Co. of Los Angeles and mounted on a Ford chassis. It was designed by KTTV with help of the body company and Visual Electronics Corp.



Jigsaw • How KTTV's four vans fit together.

Court rules against insurgent musicians

Hollywood musicians who are attempting to upset the trust fund policies of the American Federation of Musicians received a setback last week. Judge Harold W. Schweitzer of Los Angeles Superior Court denied their application for an injunction to impound $6,172,000 collected by AFM from the sale of theatrical motion pictures to television. Judge Schweitzer also turned down the plaintiff's request that a receiver be appointed to handle the money.

Plaintiffs will now proceed with their action against AFM for damages. Pretrial hearings will probably start about mid-February and the trial in March. This schedule could be upset if Judge Schweitzer follows the precedent of L.A. Superior Court Judge Clarence L. Kincaid. In a similar suit over royalty payments and wage increases on phonograph records last year, Judge Kincaid ruled that the musicians could not sue the union (BROADCASTING, March 16, 1959). As the plaintiffs are members of AFM, he said, such a suit would in effect be an action against themselves. The rebelling musicians are now appealing this decision and if Judge Schweitzer follows it, they probably will appeal that decision as well.

New production outfit

John A. Aaron and Jesse Zousmer, creators and former producers of *Person to Person* on CBS-TV, have formed A to Z Enterprises Inc. The new outfit will produce what Mr. Aaron described last week as "light public affairs" programs.

Among the several program packages being offered by A to Z Enterprises is *Place to Place*, which would contrast with *Person to Person* by featuring visits with famous people on location rather than in their homes, Mr. Aaron said. While not going into specifics, he commented that negotiations are underway with NBC-TV for the sale of one of A to Z's combination entertainment-public affairs packages. Public affairs specials as well as half-hour and hour-long series are planned by the producers. The new company is located at 21 E. 52nd St., New York. Telephone: Plaza 3-5800.

• Program notes

News affiliate • Marathon Tv Newsreel, N.Y., announces the formation of Newsfilm Inc. to specialize in the production and distribution of industrial

'St. Andrews-by-the-studio'

Many television stations, capitalizing on the resurgence of interest in bowling, have built their own alleys for kegler telecasts. Now comes a television station with a parallel idea for golfing. It will be limited in size, of course, but this will be turned to the benefit of better coverage of "short iron" golf.

The station, WXYZ-TV Detroit, plans to have the abbreviated course on the premises of the station's Broadcast House. It will be ready this spring for a regular local show that will feature two pros and two members from area clubs along with visiting celebrities nationally known in the world of golf.

A single green, patterned after the 18th hole at Meadowbrook Country Club. is being built. This will be played from three different lies and on three different approaches to the green. Participating golfers will be faced with bunkers, water hazards, trees. up and down hill lies, traps and practically every obstacle to be found on a regulation course.

WXYZ-TV points out that because there will be no really long shots. cameras can be kept right on the ball and position. John F. Pival, vice president of the station, further explains, "As the accent will be on the difficult shots—from 100 yards out—the viewer will get closeups of trouble shots and an explanation by a pro or our commentator on how to play the particular shot as well as the rules covering the situation."

Marshall Dann, station sports commentator and golf editor of the *Detroit Free Press*, will do the commentary for the new series.

'The traps will be deep' • That is the agreement of this trio at the brink of one excavation. L to r: commentator Marshall Dann, WXYZ-TV Vice President John F. Pival and Andy Bertoni, superintendent of the Meadowbrook Country Club who is overseeing construction of the station's course. At left in background is WXYZ-TV's Broadcast House.

newsfilm for network and local television programming. Charles Van Bergen, director of Newsfilm operations for Marathon. has been named vice president in charge of the new company, it was announced by Konstantin Kalser, Marathon president.

Add five • MCA-TV New York reports sales of its pre-1948 Paramount features to the following stations: WMT-TV Cedar Rapids, Iowa; KHOU-TV Houston: KTUL-TV Tulsa; WHO-TV Des Moines, and KDAL-TV Duluth, Minn.

'Bat' bats 4 million • Ziv Television Programs reports that sales of merchandising items associated with its *Bat Masterson Show* have reached $4 million, including the sale of about one million gold-headed canes, the lead character's trademark prop. Fast-moving items were said to include comic books, holster sets, western hats, jigsaw puzzles. dungarees, handcuffs and t-shirts.

Biblical dramas • ABC-TV has engaged William Goetz, motion picture producer ("Sayonara," "Song of Bernadette"), to produce two Biblical one-hour dramas for the network's 1960-61 season, it was announced last week by Thomas W. Moore, ABC-TV vice president in charge of programming. The productions will be based on the life of David and filmed on location in Israel. Mr. Moore said. Mr. Goetz has not previously produced for television. Irving Starr, executive in charge of foreign production for Screen Gems Inc. and veteran motion picture and tv producer, will be associated with Mr. Goetz, it was reported.

Syndicated tapes • More than 350 syndicated tapes are screened by tv stations each week, according to Ampex Corp. There are 26 tv series in regular syndication by tape and another 13 in preparation, Ampex reports. The tv networks are now originating 39 shows a week either wholly or partially on tape in New York and Los Angeles: 19 for NBC-TV (11 of them entirely taped), 12 for CBS-TV and eight for ABC-TV.

'Split level' comedy • 20th Century Fox Tv reports that a new half-hour tv film comedy series, *Split Level*, is going into production at Fox's Hollywood studios. The company has signed a three-year contract with Max Shulman and Rod Amateau, writer and producer-director respectively of the *Dobie Gillis* series, to prepare *Split Level* and continue with *Dobie Gillis*.

Big 8 on 28 • Sports Network Inc., N.Y., has started telecasting Big Eight conference basketball games on 28 midwest stations and will continue each Saturday through March 5. The games start at 2:45 p.m. CST and are sponsored in part by the American Tobacco Co. Schools in the conference are: Kansas, Kansas State, Missouri, Nebraska, Colorado, Iowa State, Oklahoma and Oklahoma State.

Stag show • ABC-TV has announced a program in production for fall—*For Men Only*, starring Lee J. Cobb. Desilu Productions is using adventure material of "outstanding dramatic writers" for the anthology. Thomas W. Moore, ABC-TV programming vice president, said Mr. Cobb would work both on and off camera.

They asked for it • WNBQ(TV) Chicago and CKLW-TV Windsor, Ont.-Detroit, Mich. have purchased *You Asked for It*, national syndicated by Crosby/ Brown Productions. Twelve major markets in less than two months national syndication have bought the program.

Co-owners • Garry Moore, host of *I've Got A Secret* since its start seven years ago on CBS-TV, now shares in ownership of the program package. Mr. Moore and CBS, through their jointly owned Telecast Enterprises, purchased the panel show from its originators, Goodson-Todman Co., New York. Price was not disclosed. R.J. Reynolds' Winston cigarettes, through William Esty Co., New York, has renewed sponsorship of the program for another year.

Payola blues • Stan Freberg, humorist and satirist, whose "Green Christmas" recording attacking the commercialization of the Yuletide season created wide comment when it appeared in November 1958, spoofs the current recording business scandals in a new recording, "The Old Payola Roll Blues." Like "Green Christmas," the payola disc is being avidly played by some stations and ignored by others. Both are Capitol records.

A quiet eye • The first 20 episodes of *Q.T. Hush, Private Eye*, a 3½ minute color cartoon series, have been completed and are available for distribution through M & A Alexander Productions. The new series, complete with an original musical score, was produced by Animation Assoc. There are 10 episodes to a complete story. For further information, contact M & A Alexander Productions, 6040 Sunset Blvd., Hollywood, or 141 E. 55th St., New York.

Inside story • A new personality series. *Inside Story*, tentatively slated for NBC-TV this spring, began production last week. The episodes feature a famous personality at work or play, and will run 30 minutes in length. First show will star actress Billie Burke. Burch Landis Productions is producing.

Much alive • Ziv Television's *Tombstone Territory* has reached a total of 151 stations with the addition of the following year-end signers: R.J. Reynolds & Co. (Esty) and Ortlieb Brewing Co. (Lewis & Gilman) on WFIL-TV Philadelphia; Brown & Williamson (Keith, Madden & Jones) on WDAF-TV Kansas City. WHDH-TV Boston and WBKB (TV) Chicago (Dodge Dealers of Chicago signed as alternate sponsor on WBKB); Ashland Oil (Ralph H. Jones Co.) on WPSD-TV Paducah, Ky. (also Swift ice cream), WCPO-TV Cincinnati and WSPD-TV Toledo; Tom Gloor Chevrolet on WAPI-TV Birmingham; Beatrice Foods on KKTV (TV) Colorado Springs, Colo.; Dean's Milk and Schilling Motors (Simon Gwynn Adv.) alternates on WHBQ-TV Memphis; Service Chevrolet on WDAY-TV Fargo, N.D.; Avera Packing Co. and Coca-Cola Bottling Co. alternates on WJBF (TV) Augusta, Ga.; Kahler-Craft Homes Corp. and Bryan Brothers Packing Co. (Buntin Assoc.) on WLBT (TV) Jackson, Miss.; Bryan Brothers Packing on WCBI-TV Columbus, Miss.; Smith Motor Sales (Waghorne & Assoc.) San Antonio (station unannounced) and Rural Electric Assoc. (Bradham Adv.) Charleston, S.C. (station unannounced). Station buyers include: WHIZ-TV Zanesville, Ohio; KREM-TV Spokane; WPBN-TV Traverse City, Mich.; KLRJ-TV Las Vegas, Nev.; WLWC (TV) Columbus, Ohio; KVAL-TV Eugene, Ore., and WNEW-TV New York.

Cartoon sales • United Artists Assoc. Inc., N.Y., reports sales of its *Big Mac* cartoon show to the following stations: WHDH-TV Boston; WAST (TV) Albany, N.Y.; WBEN-TV Buffalo, N.Y.; KMJ-TV Fresno, Calif.; WJAC-TV Johnstown, Pa.; WWLP-TV Springfield, Mass.; WHCT (TV) Hartford, Conn.; KOSA-TV Odessa, Tex.; KRCG-TV Jefferson City, Mo.; KTVR (TV) Denver; KCSJ-TV Pueblo, Colo., and WLUK-TV Marinette, WEAU-TV Eau Claire and WMTV(TV) Madison, all Wis. Purchase of hour-long *Big Mac* show carries a guarantee that the National Biscuit Co. will sponsor one-half hour weekly for 26 weeks.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 1-5, 8-10 (6:30-7 a.m.) Continental Classroom.

Feb. 1-5, 8-10 (11-11:30 a.m.) Price Is Right, participating sponsorship.

Feb. 1-5, 8-10 (12:30-1 p.m.) It Could Be You, participating sponsorship.

Feb. 1, 8 (10-11 p.m.) Steve Allen Plymouth Show, Plymouth through N. W. Ayer.

Feb. 2, 9 (8:30-9:30 p.m.) Ford Startime, Ford through J. Water Thompson.

Feb. 2, 9 (9:30-10 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Feb. 3 (7:30-9 p.m.) Hallmark Hall of Fame, Hallmark through Foote, Cone & Belding.

Feb. 3, 10 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

Feb. 4, 11 (9:30-10 p.m.) Ford Show, Ford through J. Walter Thompson.

Feb. 5 (8-9:30 p.m.) The Art Carney Show, A. C. Sparkplug through Campbell-Ewald and United Motors Service/General Motors through D. P. Brother.

Feb. 6 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles.

Feb. 6 (4:30-5 p.m.) Racing from Hialeah, Phillies cigars through Wermen & Schorr.

Feb. 6 (7:30-8 p.m.) Bonanza, RCA through Kenyon & Eckhardt.

Feb. 7 (1:30-2 p.m.) Frontiers of Faith.

Feb. 7 (8-9 p.m.) Sunday Showcase, Breck through Reach, McClinton.

Feb. 10 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Sales blast • MCA-TV, N.Y., reports the following new advertisers for two syndicated mystery-adventure series: *Shotgun Slade* to Brown & Williamson Tobacco Co. and P. Ballantine & Sons on WRCA-TV New York, Stag Beer in Missouri, Summerfield Chevrolet in Michigan, Pioneer Savings & Loan Co. in Texas, Knadjiam Rugs and Judd Jewelry Co. in Albuquerque. Ballantine Motors in Augusta, Ga., Downey Bros. Homes in Texas, Peoples Furniture in Davenport, Iowa, and Gustman Chevrolet in Wisconsin. Falstaff Brewing Co., which contracted originally for 67 markets for MCA-TV's *Coronado 9*. has added three more cities, while Molson Brew picked up the program for two upstate New York markets. and Kroger Supermarkets for Cleveland.

Sports buy • *This Week in Sports*, weekly 15-minute sports show featuring Marty Glickman and distributed by Telenews, N.Y., has been purchased by Studebaker-Packard Denver Dealers Assn. for 15 markets in the Mountain States beginning Feb. 15. Agency: D'Arcy Adv.. N.Y. Markets, (stations being cleared): in Montana—Billings, Butte and Great Falls; in Colorado—Denver, Colorado Springs, Pueblo and Grand Junction; in Wyoming—Casper and Cheyenne; in Idaho—Idaho Falls and Twin Falls: in New Mexico—Albuquerque, Roswell and Clovis; in Utah—Salt Lake City.

'Ivanhoe' for sale • Screen Gems Inc. announces it is placing *Ivanhoe* into immediate syndication. The half-hour adventure series has not been shown before in the U.S. but was on British television last year. SG also reports that reruns of *Wild Bill Hickock* are being offered for syndication. The program made its debut in 1951 and up to September 1959 remained on the air via network or on a national spot basis.

Zsa Zsa time • Trand Assoc. Inc., N.Y., announces the signing of Zsa Zsa Gabor for a five-minute, five-times weekly radio show entitled *This Is Zsa Zsa*. The taped program will start Feb. 22, for a minimum period of 26 weeks on more than 200 stations, with sponsorship to be announced, it was reported.

WGA, NETWORKS NEGOTIATING

Tv film contract with networks extended although writers strike ATFP, movies

The contract between Writers Guild of America and the tv networks for their film producing divisions, which was to have expired Saturday (Jan. 30), has been extended for another week or until next Saturday (Feb. 6).

The decision to continue negotiations for another week was made Thursday (Jan. 28) following a meeting of WGA and network negotiators at which enough progress toward a contract settlement was achieved to encourage both sides to continue talking. The groups were to meet again Friday (Jan. 29) and meetings also were scheduled throughout this week.

This was the first sign of a peaceful settlement of any of the writers' negotiations with the various branches of film production. Since Jan. 16 WGA has been on strike against the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (major producers of theatrical films) and since last fall against some 41 independent producers of theatrical pictures. A dozen or so independents have accepted new contracts from WGA, the major point being agreement to share proceeds from the sale of theatrical films to television with writers and members of other guilds and unions. The refusal of AMPP to accept this demand led to the WGA strike against the major studios.

The major issues between WGA and the makers of tv films are demands that writers be given a share of the proceeds of sales for telecasting abroad and that domestic residual payments be extended beyond the present cutoff after the sixth run. Talks between ATFP and WGA are continuing, but if any progress toward an agreement has been made neither the guild nor the association has admitted it.

Working Rights • The week opened with a charge by Richard W. Jencks, president of ATFP, that WGA strike bulletins "misrepresent the legal rights of members and non-members alike." He argued:

"An employe may have the most serious disputes or differences with a union, including differences as to the wisdom of a strike order or the propriety of complying with it, but the union cannot thereafter deny to him his livelihood in his profession so long as he is willing to tender performance of the financial obligations relating to union membership.

"In short, the law of the land is such that no union can establish a blacklist based on non-compliance with union strike orders," Mr. Jencks said.

Commenting that "WGA has already retreated from a position taken in an early strike bulletin concerning so-called 'hyphenated writers' (WGA members who continue to perform services in the capacity of producer, associate producer, director, production assistant, story editor and the like)," Mr. Jencks averred that WGA had threatened to expel any "hyphenated writers" for performing incidental writing, despite the fact that it was traditionally a part of his non-WGA services.

"The WGA's most recent strike bulletin, recognizing that the WGA's previous position went too far, now conceded that insofar as WGA members are employed in non-writer capacities they may continue to perform all services customary to those capacities," he said.

'Scabbing Self Taught' • Labelling Mr. Jencks' statement as "his little work of fiction entitled 'scabbing self taught'," WGA interpreted it as "an open solicitation for strikebreakers." WGA denied issuing any instructions to members that violated the law.

On the theatrical motion picture front, WGA announced that Sol Lesser Productions has signed an agreement with the union and so was removed from its strike list. About a dozen independent movie makers have accepted the WGA terms, including a recognition of the right of members of WGA and other labor organizations to participate in any revenue received by a motion picture producer from the sale of post-'48 theatrical films to television.

Screen Actors Guild, whose contract with the motion picture companies expired last night (Jan. 31) has extended it temporarily, with the right to cancel on 10 days' notice. The SAG board meanwhile decided to ask the membership for authorization to call a strike against movie producers refusing SAG demands for extra payments to writers when post-'48 pictures are sold to tv. SAG by-laws require that 75% of those voting vote in favor of a strike in order for the strike vote to be effective. It is estimated that a mail referendum of more than 14,000 SAG members in good standing will take about three weeks.

There is no immediate crisis concerning actors employed in tv films as the SAG contracts in this field run through March 31. Even if a strike should be called against a motion picture company for theatrical pictures, SAG members would still be free to work for the company's tv film division or subsidiary in making tv programs or commercials.

IATSE Interest • Meanwhile, IATSE has appointed a committee to protect its interests in any tv revenue from the sale of theatrical films. The basic contract of IATSE with the Assn. of Motion Picture Producers permits reopening on this subject if the producers agree to make such payments to any other labor organization. The committee is talking to SAG and WGA and to the independent producers who have the new WGA contract.

Medical series taped

A programming series of 12 hour-long medical documentaries, tentatively titled *Medicine-1960* is being taped at KRON-TV San Francisco for syndication by Screen Gems, marking that company's first step into distribution of tv programs on tape rather than film. Series will be produced by Lawrence Williams whose *Open Heart Surgery* remote telecast from Stanford U. medical school in association with the San Francisco Medical Society, using the tape facilities of KRON-TV, won the 1958 Sylvania Award for the "best local public service program."

480,000 MILE MOON MESSAGE SENT

Navy circuit lunar message bounced from Capitol to Hawaii

The day of instantaneous transoceanic television was brought closer last week through a technical feat and a scientific discovery. These are:

• The U.S. Navy's Communications Moon Relay in which a four-channel teletypewriter-facsimile circuit is being operated, via the moon, between Washington, D.C., and Pearl Harbor in Hawaii.

• The existence of a natural radio pipeline 5,000 ft. over the South Atlantic which can carry radio and "tv-type" signals with little loss.

The Navy installation, which has been operating on a more or less regular basis since last fall, but which is still classed as experimental, was made public last week. It uses narrow-beam highly directionalized 435-445 mc signals for 2½-second communications between Navy headquarters in Washington and Pacific Fleet headquarters at Pearl Harbor.

This is a distance of 5,000 air miles, but the radio path via the moon makes it a 480,000 mile trip.

Tv Communications Next • The moon relay system is considered a curtain-raiser for transoceanic radio and tv communications through the use of aluminized orbiting 100-ft. balloons. These are scheduled to be put into 1,000 mile high orbit sometime this spring by the National Aeronautics & Space Administration.

The moon relay mode only can be used when the natural satellite is within electronic sight of both sending and receiving sites. The use of three orbiting balloons is projected to permit continuous electronic line-of-sight throughout the earth.

The first use of the man-made balloon satellite took place three weeks ago when Bell Labs bounced some 960 mc continuous wave signals off a test balloon sent aloft to a height of 250 miles (BROADCASTING, Jan. 25).

The moon relay is considered operating with about 10% of the efficiency that Project Echo, the balloon satellite project will operate with.

The Navy's moon relay system is an outgrowth of the Army Signal Corps' radar moon shot in 1946. This was accomplished under the direction of Col. John H. DeWitt (now president of WSM-AM-FM-TV Nashville, Tenn.). Naval Research Lab. conducted further tests beginning in 1951. A development contract was awarded to Development Engineering Corp. in 1956 and the present installation is the outcome. Lester H. Carr, Washington radio consulting engineer, is president of DECO. The project cost an estimated $5.5 million.

Frequencies Are Crowded • Because the high frequencies are crowded and subject to ionospheric interruptions, the Navy has been greatly interested in using the ultra high and higher frequencies. In discussing the moon relay, Rear Admiral Frank Virden, Navy Communications chief said the moon is "100% reliable, always in orbit and like some of the other best things in life, it's free."

Engineers and Navy officials working on the project acknowledged that the next step was to try to use higher frequencies in order to get greater bandwidth for the same power output. When this is accomplished they said, the transmission of tv from the U.S. mainland to other portions of the globe would be an accomplished fact.

CMR, as the Navy calls it, utilizes giant, movable, 84-ft. high antenna dishes. They are kept aimed at the moon through the use of astronomical data. A 100-kw transmitter is fed into the high gain antennas resulting in a 400-megawatt radiation of a 1.5° beam. The received signal at the antenna is 1/1,000th of 0.1 micro microwatt. This is boosted to 0.1 micro microwatt at the received input. The signals are circularly polarized.

The bandwidth used is 16 kc and accommodates four, two-way multiplexed teletypewriter channels or one, two-way facsimile channel.

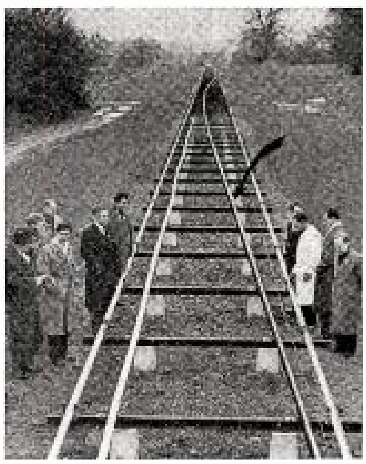
Natural Pipeline • The natural radio pipeline over the South Atlantic between South America and Africa was described as "an elevated transoceanic atmospheric duct capable of trapping and propagating radio waves at low loss."

Similar 500 ft.-thick ducts are believed available between California and Hawaii, Cape Verde and Puerto Rico, in the Indian Ocean and from the Philippines to Australia.

In discussing the possibility of using the upper air radio pipelines for transoceanic television, Air Force project engineer Russell W. Corkum said it might be possible to send "tv-type" signals from England to Spain, thence to French West Africa and via the radio duct across the South Atlantic to South America and northward to the United States.

The ducts all may exist above the trade winds areas both north and south of the Equator, the announcement said.

The atmospheric study was a joint Air Force-Navy project.



Tv through pipe • Here's the more than a half-mile of three-inch waveguide (see arrow) which International Telephone & Telegraph reports successfully carries live tv (AT DEADLINE, Jan. 25). The normal distance for waveguide use is 100 ft. Experimental circuit is being checked by engineers at Hertfordshire County, England. The system would ultimately carry 400 tv channels or several hundred thousand telephone channels simultaneously.

Stockholders approve Ampex 3-for-1 split

At a special meeting Jan. 25, stockholders of Ampex Corp., Redwood City, Calif., approved a 3-for-1 stock split in the corporation's outstanding common shares and an increase in authorized shares from 5 million to 10 million, according to Alexander M. Pontiatoff, chairman of the board. The date of record for the split is today (Feb. 1). Outstanding shares as a result of the split total 7,204,314 with 564,804 shares reserved for stock options, warrants and convertible notes.

Broadcast Advertising

Mr. Peace

• John Peace, first vp of William Esty Co., N.Y., elected president, succeeding James Houlahan who has been elected chairman of board. Mr. Peace, with Esty for 15 years, is member of board of directors and previously was media director.

• James L. Isham, vp in charge of creative services, and Richard H. Needham, vp-personnel director, elected directors of Needham, Louis & Brorby, Chicago. Re-elected were: Maurice H. Needham, Melvin Brorby, Paul C. Harper Jr., Edmond C. Dollard, Vinton H. Hall, John F. Whalley, and James G. Cominos.

• R. David Kaplan, executive vp and treasurer of Norman, Craig & Kummel, N.Y., to head agency's new International Service Div. which will act as coordinator for new companies being established in Europe.

• Dr. John Tarini, research director of Edward H. Weiss & Co., Chicago, promoted to vp in charge of research services. Other appointments: Robert J. Wanamaker, assistant copy chief, to vp. Nathan Pinsof, manager of media department, to media director; Robert Fryml to senior art director and Evelyn Waldman, formerly with Coty Inc., (cosmetics), to marketing account executive.

Mr. Taylor

• Gene Taylor, copy chief of McCann-Marschalk Inc., appointed vp and creative director in charge of operations. William Free, formerly partner and executive vp of Papert & Free Inc., and Richard Fry, creative director in M-E's Cleveland office, named associate creative directors.

• Charles B. McCann, research and marketing director of MacFarland, Aveyard & Co., Chicago, named vp.

• Alvin A. Achenbaum, director of research; Robert S. Zimmern and Aldon H. Sulger, both account supervisors, all elected vps of Grey Adv., N.Y.

• Allen R. Memhard, Jr., formerly vp at N.W. Ayer & Son, appointed marketing supervisor at Leo Burnett Co., Chicago. He joined production department of Ayer in 1955, and became plans-marketing supervisor in 1946, client service supervisor for Detroit office in 1947, director of plans-marketing department in Philadelphia in 1950, vp in 1952 and head of Ayer's Chicago office in 1955.

• Howard Walpert, formerly vp, member of board and account executive for Arndt, Preston, Chapin, Lamb & Keen, Philadelphia advertising-pr firm, appointed vp in charge of marketing for Renuzit Home Products Co., that city.

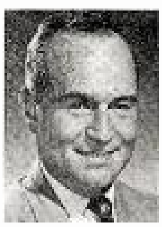
• Ralph C. Duke, formerly account executive with Barnes Adv., Milwaukee, promoted to vp. He joined agency in 1953 as radio-tv producer-director.

Mr. Foster

• Kendall Foster, formerly head of own management appraisal firm, to Swan & Mason Adv., N.Y., as vp and member of plans board, responsible for account development. He was vp in charge of tv for William Esty Co. before opening own firm in 1954.

• Robert J. Eck, copy supervisor for Foote, Cone & Belding, Chicago, named vp.

• Raymond F. Gomber, formerly vp and manager of business and industrial division of Compton Adv., Chicago, appointed vp and account supervisor for Klau-Van Pietersom-Dunlop Inc., Milwaukee.



Mr. Filipetti

• George E. Filipetti, formerly vp and creative director in merger of Arthur Grossman Adv., Chicago, with Donahue & Coe, and Keyes, Madden & Jones, to John W. Shaw Adv., that city, as vp, creative director and member of plans board. Other Shaw appointments: William C. Pullman, assistant to president, William A. Ries, account supervisor, and Joyce Turovlin, research director, all named vps. P.L.O. Smith, senior vp and account supervisor named treasurer and Sigmund T. Seaman, vp and account supervisor appointed secretary.

• George E. Grant, formerly with Edward H. Weiss & Co., Chicago, to Erwin Wasey, Ruthrauff & Ryan, that city, as account supervisor in media department. John F. Conrad, formerly in production supervision at Fletcher Richards, Calkins & Holden, to Weiss as production manager.

• T. Newton Weatherby, vp of Sullivan, Stauffer, Colwell & Bayles, N.Y., assumes additional duties of treasurer, filling vacancy created by death of M. Herbert King.

• Raymond A. Robinson, vp and research director, Foote, Cone, & Belding, L.A., to Hixson & Jorgensen, that city, as research director.

• Robert B. McKee, vp in charge of direct selling and distribution for Alcoa, appointed vp in charge of sales, succeeding Robert V. Davies who retires. F.J. Close, vp industry sales and sales development, named vp and general sales manager. William S. McChesney, manager of industry sales, promoted to general manager of market research and planning. George B.D. Peterson, manager of direct selling and distribution, succeeds Mr. McKee. Samuel J. Simmons Jr. named general manager of sales development and industry sales.

• Allen McGinnis, copy chief of BBDO, Los Angeles, promoted to creative director.

• Stanton Kramer, formerly director of publicity-promotion of ABC-TV Western Div., appointed publicity-pr director of Advertising Agencies Inc., Studio City, Calif.

• Frank Reis, formerly project director of Alfred Politz Research, N.Y., to Lennen & Newell, that city, as account supervisor, research department.

Mr. Eller

• Russell Z. Eller, advertising manager for Sunkist Growers (fresh fruits) for past 20 years, named "Advertising Citizen of 1959" by Western States Adv. Assn. He was awarded honor for outstanding contribution towards better understanding of advertising by public. He is creator of Smokey the Bear fire prevention campaign.

• Ruth Simons, formerly media director of Doremus & Co., N.Y., joins Bennett & Northrop Inc., Boston, in similar capacity.

• J. Douglas Stitt, formerly advertising and sales promotion assistant at Certified Grocers of California Ltd., to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as merchandising executive.

• Florine Robinson and Carol Pauker join Mogul Williams & Saylor's copy staff. Mrs. Robinson, formerly copy supervisor at Reach McClinton, N.Y., becomes copy group head. Miss Pauker, formerly director of radio-tv in San Francisco office of Fletcher Richards, Calkins & Holden, joins agency as copy writer.

• JACK LIPSON promoted from advertising manager to advertising director of Helene Curtis Industries Inc. (cosmetics), Chicago.

• EDMUND JACKSON, sales promotion manager with Shulton Inc. (toiletries), N.Y., appointed advertising manager.

• VINCENT T. DELUCA, formerly chief timebuyer for Erwin Wasey, Ruthrauff & Ryan N.Y., to radio sales staff of The Katz Agency.

• CARL BEHR, formerly with Needham, Louis & Brorby and Leo Burnett Co., Chicago, to Foote, Cone & Belding that city, as account executive.

• BILL DIXON, formerly on sales staff of WSAI Cincinnati, joins Doherty, Clifford, Steers & Shenfield, N.Y. as local media representative.

• WILLIAM H. BUCKMAN, previously in sales promotion department of Toni Co., to Lilianfeld & Co., Chicago, as account executive.

• DOUGLAS A. CORNWELL, formerly with Compton Adv., N.Y., to Doherty, Clifford, Steers & Shenfield, there, as account executive on Wiedemann Brewing. BOB MARTINEAU, formerly merchandising-field representative with Cunningham & Walsh, N.Y., to DCS&S in merchandising department.

• WINSTON S. MCLEAN named sales promotion manager of Renault Inc. (automobile manufacturer).

• DON COLE, formerly account supervisor with Grant Adv., N.Y., to Kenyon & Eckhardt, that city, as executive in sales development division.

• JOHN JOACHIMS, formerly with KOL and KAYO, both Seattle, Wash., appointed account executive with West Pacific Adv. Agency, that city. MRS. VIRGINIA BUTERBAUGH joins WPAA as copywriter.

The Media

• RICHARD CARROLL named general manager of WFRL Freeport, Ill., succeeding DAVE TAYLOR. LAVERNE BAWINKEL appointed chief engineer.

• JOE THOMPSON, formerly general manager of WHEY and KINT, both El Paso, Tex., to KHAT Phoenix, Ariz., as station manager.

• ROBERT H. ACKER, formerly general manager of WLYN Lynn, Mass., to WWOK Charlotte, N.C., in similar capacity.

New director named • JACK MCGREW, (left) station manager of KPRC-AM-TV Houston, has been named a director of The Houston Post Company. Here he shares the limelight with MRS. OVETA CULP HOBBY, president and editor of *The Houston Post* and formerly Secretary of Health, Education & Welfare, and JACK HARRIS, vice president of The Houston Post Company and vp and general manager of KPRC-AM-TV. Mr. McGrew has been with KPRC since 1936.

MR. BRAY

• ROBERT W. BRAY, acting general manager of WNBC (TV) New Britain, Conn., appointed general manager and assistant secretary of Connecticut Tv Inc., which owns WNBC. HARVEY H. OLSON named director of news and special events of WNBC.

• LOUIS W. SHAPIRO, manager of WSTV Steubenville, Ohio, named vp of WSTV Inc., which operates WSTV-AM-TV.

• LESLIE H. PEARD JR., last week named general manager of KFRE Fresno, Calif., resumes additional duties as general manager of KFRE-TV and KRFM (FM).

• KEN QUORTIN named sales manager of WWIN Baltimore.

• EDWARD G. O'BERST, formerly with CBS Spot Sales as director of radio research department, joins Blair-TV as operations head of tv research.

• GEORGE BUNN, communications lawyer with Washington law firm of Arnold, Fortas & Porter, made member of firm.

• CLOID WADE JR., formerly producer-director of WUNC-TV Chapel Hill, to WFSC Franklin, both North Carolina, as assistant manager.

• EDWIN H. SCHWEITZER, commercial manager of WNLC New London, Conn., appointed vp. Previously he was vp and commercial manager of WEIL New Haven, Conn., where he served for 15 years.

MR. SCHWEITZER

• RICHARD L. CHALMERS, formerly director of sales development of WNHC-TV New Haven, Conn., appointed general manager of WNHC-AM, succeeding ALAN HENRY who accepts new broadcasting post in Florida.

• MORTON CANTOR, with WIRL Peoria, Ill., since 1955, promoted to director of sales.

• LINDSAY RENFREW appointed chief engineer of KBAY-FM San Francisco which goes on air today (Feb. 1). Other appointments: JIM ALLEN, program director; TOM BAXTER and BRUCE WENDELL, both as announcers.

MR. RASHBAUM

• MAURICE RASHBAUM JR., sales executive with Harrington, Righter & Parsons Inc., New York, station rep, appointed vp in charge of research and promotion. He has been with HR&P for nine years.

• William C. MacInnes, president of Tampa (Fla.) Electric Co., named president of Florida West Coast Television Inc., which operates educational WEDU (TV), that city.

• Howard W. Coleman has resigned as assistant to president of WJIM-AM-TV Lansing, Mich., he joined WJIM in 1958.

• Reg Roos joins KWIZ Santa Ana, Calif., as regional sales manager for Orange County coastal area with headquarters in Corona Del Mar.

• Jerry Madden, manager of production services for NBC's Pacific Div., appointed director, NBC Telesales, succeeding James G. Hergen, appointed director, daytime sales.

• Carl L. Schuele, president and general manager of Broadcast Time Sales, N.Y., elected to board of directors of Station Representatives Assn. Inc.

• Dick Brown appointed sales promotion manager of WHYE Roanoke, Va. Bill Victor named program director. Frank Malone joins WHYE as air personality.


Mr. Sullivan

• Mort J. Sullivan, formerly staff correspondent in Springfield (Ill.), named United Press International regional representative for Wisconsin, with headquarters in Milwaukee. He succeeds Richard McFarland, appointed manager of UPI's Chicago bureau.

• Rich Newman, formerly of WSSV Petersburg, Va., to H.D. Productions, that city, as assistant to president. Harry McVeety joins H.D. Productions as salesman-announcer.

• Alexander MacCallum, assistant national program director of ABC Radio, N.Y., appointed associate director.

• Bill Scott, assistant editor at Radio Press International (news service), N.Y., named editor, succeeding Lloyd Garrison, who becomes operations manager.

• Joe Gibney, formerly with sales staff of KCRA-TV Sacramento, Calif., joins KXTV (TV), that city, as account executive.

• Bob Kiley, formerly with sales staff of Gerber Products, Indianapolis, to WISH, that city, as account executive.

• Joseph C. Winkler, account executive with WCAU Philadelphia, appointed national advertisers' representative.

Interpreter

Hungarian-born George Zotoff joins KOLO-TV Reno, Nev., as fulltime interpreter for 1960 Winter Olympic Games to be held in Squaw Valley, Calif., Feb. 18-28. Mr. Zotoff, who speaks and writes German, French and Russian, formerly was with American Committee for Liberation radio station in Munich, Germany. He is expected to give KOLO wide flexibility in its Olympic coverage with its programming centered primarily around interviews with foreign team members, officials and press.

• Joseph A. Macchia, formerly account executive with WARM Scranton, Pa., to WGBI, that city, as national account executive.

• George Pious, formerly director of client relations in midwest of CBS-TV Spot Sales, named account executive in Chicago office.

• Dave Gifford, formerly with sales staff of WICU Erie, Pa., to WERE, that city, as account executive.

• Dale Eyman, formerly general sales manager of WSOY Decatur, Ill., to KFMB San Diego in sales department.

• Walt Martell, formerly with sales department of KTOB Mankato, Minn., to WNAX Yankton, S.D., as account executive.

• Lery Taniyama, formerly of KALL Salt Lake City, to KMUR, that city as sales service director. Bill Grubbe, formerly air personality with KALL, joins KMUR in similar capacity.

• Jack Houston, announcer-air personality with WTCN Minneapolis-St. Paul, appointed program director.

• Martin Stone, president of Herald Tribune Radio Network, is recuperating in Northern Westchester (N.Y.) Hospital from Jan. 11 operation. He will resume his duties late this month.

• Larry Rush named news director of WLOB Portland, Me., succeeding Ralph Barnes who joins staff of United Press International. Earlier it was incorrectly reported that WLOB was in Portland, Ore.

• Guy Savage, sports director of KXYZ Houston, assumes additional duties of nightly sport show for KTRK (TV), that city.

Programming


Mr. Branson

• Walter Branson, 26-year veteran with RKO Radio, N.Y., and vp in charge of film distribution since 1955, becomes executive sales vp with TV Stations Inc., station-owned film buying organization.

• Ira S. Stevens appointed vp and treasurer of Bonded Services Div. of Industrial Enterprises Inc., New York film service operation. He will continue as general manager of National Film Service Inc., and as director of Cinerama Productions Corp.

• David H. DePatie, general manager of Warner Bros. commercial and industrial film division, named head of studio's cartoon division, following merger of two units.

• Sidney P. Solow, vp and general manager of Consolidated Film Industries, Hollywood, appointed chairman of film archives division of Hollywood Motion Picture & Televesion Museum.

• Mort Granas, manager of budget and administrative services for CBS-TV Hollywood, named director of film services.


Mr. McNamara

• James V. McNamara, formerly assistant general manager, national sales manager and filmbuyer at WALA-TV Mobile, Ala., named general sales manager at Atlantic TV Inc. (film producer), N.Y.

• Lyn Babcock, producer-director with J. Walter Thompson, N.Y., for 6½ years, leaves agency to establish own firm, Tv Commercial Services. Firm will offer complete production of commercials—live, tape or film—for agencies not maintaining their own producers in New York. Other agencies may make use of any elements of production, such special services as food styling, camera direction or casting. Tv Commercial Services is located at 45 E. 55th St., New York 22. Telephone: Plaza 2-1066.

Equipment & Eng'ring

• H. A. (Hy) Steinberg joins sales staff of Cornell-Dubilier Electric Corp. He will be in charge of distributor sales along eastern seaboard.

• Fred Horwitz, formerly with Zenith Corp., Chicago, to U.S. Transistor Corp., Syosset, Long Island, N.Y., as development and project engineer.

• William S. Baltz elected vp and general counsel of Admiral Corp., Chicago. succeeding Frank H. Uriell, senior partner of Pope, Ballard. Uriell, Kennedy, Shepard & Fowle, formerly general attorneys corporation.

• Frank F. Neuner, Erwin B. May and Irving H. Von Zelowitz appointed to staff of marketing department of RCA Semiconductor and Materials Div. Mr. Neuner, formerly responsible for product planning and associated services. to manager, product distribution and control. Mr. May. previously manager of promotion, appointed manager, advertising and sales promotion. Mr. Zelowitz, formerly manager. sales coordination, becomes manager, semiconductor planning.

• William A. Fink, marketing consultant for Orr Industries, Opelika, Ala.. rejoins Ampex Professional Products Co., Redwood, Calif., from where he was on leave of absence. Mr. Fink will be southern district manager of Audio Products Div.

• Richard E. Holtzworth, formerly with communications division of Hughes Aircraft Co., appointed eastern marketing manager of Houston Fearless Corp., Los Angeles.

• Russ De Baun, manager of technical operations service NBC-TV Hollywood, elected president of Society of Television Engineers for 1960. John Silva, chief engineer of KTLA (TV) Los Angeles, is new secretary-treasurer of STE.

Allied fields

• Paul A. Johnston. information director of Television Shares Management Corp.. elected vp of organization. which is principal underwriter and investment manager for $300 million television-electronics fund.

• Henry H. Newell, Ray K. Maneval and Donald H. McCollum appointed senior vp's of Schwerin Research, N.Y. All are veterans of 10 years or more service with company.

• Harry Garfield, east coast music business executive, to head new music coordinating department of Revue (MCA) Productions Inc., N.Y.

International

• D. E. Longmore elected chairman of board of directors of McKim Adv., Ltd., Toronto. H. D. Roach named president and C. D. Dennis Jr., executive vp.

• William Holmes, formerly of CKWS-TV Kingston, Ont., named operations manager of new tv station in Salisbury, Southern Rhodesia.


Mr. Torney

• Kirk Torney, formerly eastern sales manager of MCA-TV and manager of group sales for Independent Television Corp. (ITC), appointed managing director of CBS Ltd., with headquarters in London. Mr. Torney began his broadcasting career in 1935 in San Francisco. forming a company which later became known as Consolidated Radio Artists.

Deaths


Mr. Enders

• Harry H. Enders, 53, executive vp of Young & Rubicam, New York, died Jan. 21. Mr. Enders joined agency in 1936, became secretary in 1943, and vp in 1955. Three years later he was named executive vp in charge of finance.

• John P. Roche, 70, retired (1959) board chairman of Roche, Rickerd & Cleary, Chicago agency, died Jan. 23 of heart attack in Evanston, Ill.

• J. J. Lorne Ardiel, 69, board chairman of Ardiel Adv. Agency Ltd.. Toronto died Jan. 19. Mr. Ardiel formed agency in 1929 and was president until 1944 when he became chairman of board.

• James Hill Jr., 62, board chairman and chief executive officer of Sterling Drug Inc., died of stroke Jan. 27 in Paris, where he was on business trip. He had been head of Sterling Drug for past 18 years.

• John C. Clark, 45, vp and account supervisor of Fletcher Richards, Calkins & Holden, N.Y., died of heart attack Jan. 27. He joined agency in 1956 when it absorbed Byran Houston Co., where he was executive.

• Emanuel L. Gordon, 39, general counsel to American Federation of Musicians, AFL-CIO, died Jan. 25 in New York following attack of acute meningitis.

• Horace W. Feyhl, 68, retired night manager of WCAU Philadelphia, died Jan. 20 of heart attack. He was in broadcasting for 30 years and is credited with designing and using first live sound effects on radio.

TV OVERSEAS MARKET LIMITED

ATAS panel told tv's international sales will never equal those of theatrical film

It will be a long time, if ever, before U.S. producers of tv films will achieve foreign sales like those of theatrical motion picture producers. The theatrical film-makers derive 50-60% of their total revenue from sales outside this country, Alvin Ferleger, director of sales of NBC International, stated Tuesday (Jan. 26).

Speaking at a global tv forum of the Los Angeles chapter of the Academy of Television Arts and Sciences, Mr. Ferleger pointed out that unlike motion pictures, tv films are sold abroad largely to government-owned monopolies who can fix prices. Even where there is commercial tv, there is much less advertising than in the U.S. So lower prices are the rule. And, either by law or an agreement among the tv broadcasters, as in the United Kingdom, the amount of time allowed for imported tv programs can be restricted.

In Japan, the maximum price for a half-hour U.S. program is $300. Mr. Ferleger said. The market, however, has grown to such proportions that the Japanese Broadcaster is able to resell the program to advertisers for $3.000 and up.

Mr. Ferleger answered criticisms voiced earlier by representatives of television in foreign lands. They claimed programs imported from the U.S. are too often westerns and contain more escapist entertainment than informational or cultural content. Mr. Ferleger declared that NBC and others produce all kinds of programs which they would be glad to sell abroad, if they could.

"What is seen abroad is what the foreign buyer buys." he said. "He doesn't buy our comedies or our dramas: he can produce comedy and dramatic programs himself. He doesn't buy audience participation shows: he can adopt our formats and do them at home. What he does buy is our westerns."

Two-Way Street • Mr. Ferleger also had an answer for another comment of the foreign tv spokesmen: that international television should be a two-way street on which they'd have a chance to sell programs to the U.S. as well as import programs from us. "We represent the greatest market in the world for tv programs." he stated. "We have no quotas, no restrictions." He added that we also have virtually no solicitations from foreign tv program producers. He urged them to make a real effort to sell their product here.

Mr. Ferleger reported that receipts from England, where U.S. programs are limited to two hours of air time a day (one on the BBC, one on commercial television) are less than they were three years ago. Generally, he said, such restrictions as these lend no hope for any sharp rise in the foreign tv market for American programs. However, the increase in set ownership and in broadcasting facilities abroad does make a steady increase in foreign revenue probable.

Earlier, Greeve Del Strother, American representative of the BBC, said that he was always on the lookout for the best in U.S. programs, "the best in information as well as entertainment." As a tax-supported service, which "doesn't have to cater to the needs of advertisers and so is not bothered by ratings," BBC puts the emphasis on program balance, he said, and is as much concerned with cultural shows for the minorities as with shows of mass audience appeal. "Children," he said, "are an important minority."

Canadian Picture • Kenneth D. Soble, president, CHML Hamilton, Ont., said that two major changes are being made in Canadian tv. One is the abandonment of the single-station theory under which only one tv station was allowed to a market. Now that this idea has served its purpose of promoting the spread of tv beyond the country's major markets. he said, it is being dropped. For the first time competition will enter the scene. The other major change is a requirement that as of April 1, 1961, 45% of all Canadian tv programs must be of Canadian origin. The figure will rise to 55% by April 1, 1962.

Already a number of new Canadian program production companies have been formed. Mr. Soble reported, including Sovereign Broadcasting Co., Toronto, which he heads. Sovereign, he said, is going into the production of programs on tv tape. The company hopes to be instrumental in establishing a Canadian tape network. Low-cost production, primarily of daytime programs, is Sovereign's aim, he stated.

To make U.S. films more palatable to Canadians, Mr. Soble said, they'd like less violence, less horror, fewer westerns and more straight dramas. His thought was repeated by Juan M. Duran, director of public relations of Telesistema Mexicano. Mexicans, he said, understand the need for gun play in westerns, but they resent it in modern-day tv dramas. Although U.S. programming takes up to 27% of the time on Mexican television only three U.S. shows were in last year's top 10 in that country: *Rin Tin Tin*, *Father Knows Best* and *Gunsmoke*.

Mr. Duran asked for an exchange of programs that would show Mexicans how Americans live and vice versa. "All we know from what we see on tv and in the movies is that you work too hard and drink too many martinis," he commented.

In The Commonwealth • Norman

Another crusade

The chances for commercial radio following commercial tv into England are very good, Norman Collins, deputy chairman of London's ATV, told the ATAS meeting on global television (see story, this page).

Mr. Collins, who led the successful fight to break the BBC monopoly in television and admit commercial tv into the British Isles, said he will again campaign for commercial radio and again the BBC monopoly will be the major target of his attack.

Collins, deputy chairman, Associated TeleVision of London, resigned as tv head of BBC in 1950 to spearhead the campaign which finally brought commercial tv to Britain, objected to the use of the word "sponsorship" in connection with English tv. He wanted to see television in the hands of professional tv people, with no control by the makers and sellers of soap, cigarettes, automobiles and other commercial products, he stated; and to follow the newspaper practice of separation of advertising from editorial material designed to inform or entertain. So he did not object when the law authorizing commercial tv expressly forbade sponsorship.

"No English agency is demanding sponsorship," he said, adding that sponsorship in the U.S. is also dead and has been from the first moment that alternate or multiple sponsorship was admitted.

As to global tv, Mr. Collins said that his company is doing its best to help bring it about. ATV is producing one series in Canada and another in Australia. He said both will be shown in the U.S. as well as the British Commonwealth. ATV has entered into a 50-50 production-distribution arrangement with a U.S. company (Jack Wrather organization) to keep it from being exclusively a Commonwealth affair.

In answer to a question about residual payments, Mr. Collins said that after three years of negotiations an agreement has been reached on residual payments for writers and actors in British tv films. He noted that this will probably restrict the sale of English programs to some of the smaller stations in the Commonwealth, who will have to take U.S. shows instead.

Television abroad is today in the same position that it was in America a deacde ago, Howard Meighan, president, Videotape Productions of New York, told the forum. It has got a foothold and is now ready for a period of major expansion which in the next three years will more than quadruple the number of tv receivers everywhere in the world except the U.S. and Canada.

Mr. Meighan, who is chairman of the tv advisory committee to the U.S. Information Agency, said the latest USIA statistics show 32.2 million tv sets outside of the U.S. and Canada, 27.1 million sets in the free world, 5.1 million in iron curtain countries. By 1963, he predicted, this number will have mushroomed to 138 million tv receivers, of which 114 million will be serving 500 million people in non-communist countries.

In making programs for use abroad on film or tape, Mr. Meighan urged that producers remember their responsibility to think in terms of the kind of U.S. image we want to present abroad.

MOVING DAY SOON AT THE BBC

New $45 million Television Centre near completion; will have seven tv studios

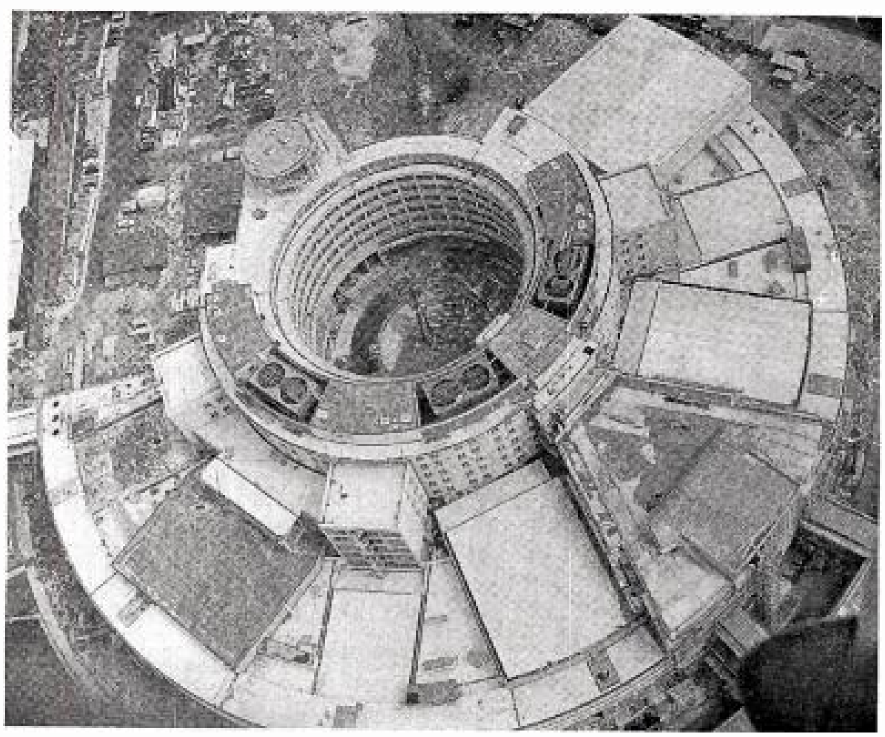
The BBC is getting ready to move into its new $45 million Television Centre in June. Gerald Beadle, director of the BBC television service, expects the first of seven studios to be finished then. The move from present quarters will be completed in stages. The new BBC Television Centre, occupying 13 acres in London, is planned as the largest in the world.

Mr. Beadle, making an annual visit to the United States, said at a New York news conference that as the video tape conversion process is perfected he expects BBC program exports to take "an enormous leap forward." Film sales to U.S. tv so far have been negligible, he said, because his network emphasizes live and tape programming. The U.S. fares better in the export picture, accounting for much of the 10% of the schedule the BBC doesn't fill itself.

On the question of competitive service, Mr. Beadle said, "After nearly 4½ years of competition from commercial tv, more viewers turn to the BBC network each day than to the advertising network." The government network estimates that more than 16 million people tune BBC each day for one or more shows, compared with 14.5 million for the commercial channel. (BBC station coverage at 98.5%, has an edge on commercial coverage which he puts at 92%, Mr. Beadle noted.) Referring to the 16 million daily rating, Mr. Beadle said, "We're not going out of our way to maintain that figure." He explained that the program policy for prime time is roughly 50% entertainment and 50% programs of information, thought, ideas and important artistic productions. "The BBC would be ready to see its audience go down, rather than lower its professional standards or reduce its high proportion of intelligent programs," the network chief asserted.

Bringing up the sensitive point of program control, Mr. Beadle emphasized that his program chiefs have complete responsibility and have not deviated from the BBC's strong tradition of independence and impartiality. To illustrate, he offered the grant of equal time given the Labor Party to answer the Prime Minister during the Suez crisis.

The BBC's gross income from annual receiver fees is running at $87 million. Mr. Beadle expects income to reach a maximum of $120 million in four or five years. This would be for



Getting there • The BBC will start moving into its new home next June. The Television Centre will cost $45 million, housing seven tv studios, facilities for three radio networks and quarters for more than 16,000 BBC employes. It also will house the Continental Control Point for Eurovision.

100% set saturation. He said tv now is at two-thirds saturation. The BBC system of "public service broadcasting" does not restrict programming, gives broadcasters full scope and produces the best results, Mr. Beadle believes. "The system has a great record and an even greater future."

Unions oppose second vhf for Vancouver

Opposition from retail merchants and unionists developed at the January 18-21 public hearings of Board of Broadcast Governors for a second television station at Vancouver, B.C.

Retail Merchants Assn. of Canada opposed the bid of Metropolitan Ltd., on grounds that CKWX Vancouver, and CKNW New Westminster, B.C., as well as the daily *Vancouver Province* and *Vancouver Sun* were shareholders. The retail merchants claimed this would give the station and its owners too much control of advertising in the Vancouver area.

Unionists through the British Columbia Federation of Labor opposed all five applicants for a second tv station, arguing in its brief that only the government-owned Canadian Broadcasting Corp., which now operates CBUT (TV) Vancouver, should have the right to have a second station.

Five applicants for the competitive station to CBUT were questioned in detail as to financing, program plans, advertising content, and amount of Canadian content in proposed program schedules. Ownership of shares in other radio and television stations across Canada were filed by members of syndicates applying. Practically every group had one or more members with some share, even though less than 5%, in some radio or tv stations across the country. One of the applicants, Coast Tv Ltd., announced that it had given 6% of its voting shares to the U. of British Columbia and that the dean of the law school at the university would be a director.

The university presented a brief, urging that all Canadian tv stations be required to use some university facilities for program production. With no university tv station applications expected anywhere in Canada, this brief has some importance as a precedent for other universities to follow when applications are heard in Ottawa, Toronto, Montreal and Halifax later this winter.

Pay tv delayed

Canada's experiment with pay television, which was to have started by Christmas, (BROADCASTING, June 22, 1959) has now been postponed till mid-February. Pay-tv installations are now being readied in the Etobicoke area of Toronto, Ont. Trans-Canada Telemeter Co., a subsidiary of Famous Players Canadian Corp., has its studios equipped in the suburban Toronto area. Installation of pay-tv control box will cost subscribers $5. There are no other regular charges.

All other payments are taken care of as fees announced through one channel, Barker channel, on Telemeter control box. This channel, when turned on, tells what entertainment is available and at what cost. The customer then drops money in the box. A tape records money collected. There are three channels on the Telemeter box. The first is for announcements without charge. The second is for pay movies and entertainment such as closed circuit sporting events. The third, for public service features, which will be free.

New Canadian rep

A new station representation organization, Air-Time Sales Ltd., has been formed in Toronto, to represent 14 Canadian radio stations which enjoy a monopoly in their locality, and 4 Caribbean stations.

Air-Time Sales works in conjunction with Radio Representatives Ltd., Toronto, of which it is an outgrowth. It has found that two different approaches were necessary to sell one-market and multiple-market stations.

Air-Time Sales will handle one-market stations, most of which are in smaller Canadian communities or suburban markets of metropolitan centers. Michael J. Callahan is president and general manager of the new firm. John Tyrrell is sales manager.

In addition to Canadian stations the firm will represent Radio Jamaica, Barbados Rediffusion, Radio and Rediffusion Trinidad, and Radio Demerara, British Guiana.

• Abroad in brief

Canadian selling survey • A survey on the selling methods of Canadian broadcasters and the national Canadian Assn. of Broadcasters is now being made by Woods Gordon & Co. Ltd., Toronto management consultant firm. The report is to be made at the March 21 CAB meeting, at the Chateau Frontenac Hotel, Quebec City, Que. The vacancy left by the recent resignation of Charles Fenton, CAB sales director, who is now with station representation firm Stephens & Towndrow, Toronto, will not be filled until the report has been studied by CAB executives.

Tv for V.I. • VITV (TV), the first television station in the Virgin Islands, is expected to begin broadcasting operations within the next two months. Studios will be located in the capital city, Charlotte Amalie, St. Thomas. Transmission will be by closed circuit, with programs carried by coaxial cable throughout St. Thomas. Coaxial systems to be installed on other islands will be served by microwave transmission from St. Thomas. VITV is owned by William R. Lastinger, who also owns KAZZ Austin, Tex.

Study group • CHUM Toronto, Ont., has announced a study group at North Toronto Collegiate for young people from 18 to 30 years to enter the broadcasting field. CHUM is charging $10 for the course, refundable to those who attend all ten lectures. The station also donates $10 towards a scholarship for each $10 it refunds. The course is conducted by radio and television executives in Toronto and covers all phases of administration, announcing, writing, newscasting, commercials, public service, publicity, sports, merchandising and management as related to the broadcasting field. The station will maintain a file of students participating, interview them, and circulate their qualifications throughout the broadcasting industry. Courses start Feb. 1.

'First citizen'

"This is your life, Mrs. A. Scott Bullitt."

Those words were heard in Seattle, Wash., a fortnight ago, when the president of the King Broadcasting Co. (KING - AM - FM - TV Seattle) was honored as "Seattle's First Citizen for 1959."

A special closed-circuit *This is Your Life* program was staged by m.c. Ralph Edwards during the annual award banquet of the Seattle Real Estate Board.

Mrs. Bullitt is the first woman honored in the 21-year history of the Real Estate Board's "First Citizen" award.

The *This is Your Life* show was produced by Otto Brandt and Lee Schulman of KING-TV. To make the show authentic, Mrs. Bullitt's daughters were flown from California and Florida to join in the festivities. NBC-TV star Steve Allen also participated.

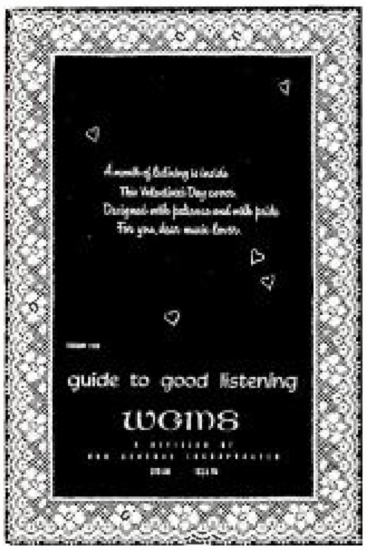
Also taking part, by film, in the *This is Your Life* feature were former U.S. Postmaster General James Farley and Harold Fellows, president of NAB.

Mrs. Bullitt is also president of the Crown Stations (KGW-AM-TV Portland, KREM-AM-FM Spokane).

• Drumbeats

A full house • Clowns, ranging in age from three to nine-years old responded to one announcement on WTVJ(TV) Miami's *Popeye Playhouse*. The young viewers were told they'd be admitted free to a circus if they appeared for the Popeye show in costume. Result: 132 clowns.

KHQ's new 'club' • There's no initiation fee to join a new club formed by KHQ-AM-FM-TV Spokane, Wash. It's the "KHQ Sidewalk Superintendents' Club." Membership cards and accompanying letters call attention to new studios and tower, now under construction.



Zooming sales • WGMS Washington, registered a healthy 62% increase in paid subscribers with its monthly program booklet *Guide to Good Listening*, in 1959. A year ago, the booklet had 5,552 subscribers. Today there are 8,992. Available for $2 yearly, the 28-page magazine includes a complete schedule of WGMS programs and a calendar of live concerts scheduled in the Washington area.

Fire aid • Everything, from a rag doll to a gas stove, was donated to an 11-member family wiped out by fire for the second time in a year, in Denver. KTLN, that city, conducted a 24-hour campaign to collect clothing, furniture and appliances for the family. Two trucksfull of donations enabled the family to set up housekeeping again.

Charity drive • Despite the economic setback the people of Pittsburgh were suffering due to the steel strike, they contributed $41,098 to the local Children's Hospital in response to a two-hour show over KDKA-TV, that city. In cooperation with the *Pittsburgh Press*, the station donated time, staff, talent and production expenses to the campaign; the first hour was simulcast over KDKA. The show netted more than $3,000 above the amount pledged in 1958 and made a total of $817,000 raised by the station for Children's Hospital over a nine-year period.

They're shopping 'downtown'

Over 484,000 entries were turned in by New Orleans shoppers as the result of a 13-week "Shop Downtown" promotion on WWL-TV, that city. Object of all the entry blanks—a free trip to Europe.

Approximately 100 merchants participated in the WWL-TV campaign. The program was so successful, the Retail Merchants Bureau is now planning a 26-week "Shop Downtown" promotion using WWL-TV as its basic medium.

Advance promotion

Giant Foods Inc. of Washington, D.C. (supermarkets), for two weeks prior to starting its "Pleasure Theme" radio spot series, had area stations play a two minute, twenty second instrumental waltz version of a new Giant commercial on disc shows. There were no lyrics or commercial message with announcers introducing the selection as "2:20—Untitled." With the start of the campaign, commercial lyrics were used. Giant agency is Ad Inc. Series was written and produced by J.R. Productions, Washington.

New PGW 'colonels'

• The 11th Annual Peters, Griffin, Woodward, N.Y. "Colonels of the Year" awards have been made to William J. Tynan, PGW midwest tv sales manager and Alan J. Bell, PGW promotion-researcher. The awards are made by the agency to one man of the radio and tv staffs for "his personal growth within the company and to his contributions to stations and advertisers." A major financial consideration accompanies each award.

On the distaff side, three "Colonelette of the Year" awards were presented to Miss Ann LaBruzzo, secretary to George B.J. Adkisson, Chicago radio account executive; Mrs. Dolores Marter, secretary to William J. Stubbs, Atlanta sales manager, Miss Margaret M. Heeg, secretary to Lloyd Griffin, vice president and director of television.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 20 through January 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Am Stations

APPLICATIONS

Cottonwood, Ariz.—Allene Biggs, 1240 kc, 25 kw. P.O. address Verde Valley Bcstrs., Grand Canyon, Ariz. Estimated construction cost $15,680, first year operating cost $26,500, revenue $32,650. Applicant has no other broadcast interests. Ann. Jan. 27.

Hollister, Calif.—Trotter and Godfrey, 1520 kc, 50 kw. D. P.O. address 214 Los Gallinas Ave., San Rafael, Calif. Estimated construction cost $12,873, first year operating cost $39,577, revenue $48,000. Applicants are Clifford A. Trotter and Richard M. Godfrey, equal partners. Mr. Trotter is employe of KJBS San Francisco. Mr. Godfrey is employe of KCBS San Francisco. Ann. Jan 21.

Indian Rocks Beach, Fla.—Johnson Bcstg. Corp., 1520 kc, 1 kw, D. P.O. address 70 Gulf Blvd., Indian Rocks Beach, Fla. Estimated construction cost $24,195, first year operating cost $48,000, revenue $60,000. Applicant is Lloyd L. Johnson, 96%, and others. Mr. Johnson is accountant. Ann. Jan. 27.

Joliet, Ill.—Radio Joliet, 1510 kc, 5 kw, D. P.O. address 604 Wyatt Ave., Lincoln, Ill. Estimated construction cost $19,200, first year operating cost $54,000, revenue $63,600. Principals include Ray F. Knochel, 40%, and others. Mr. Knochel is minority stockholder of WKEI Kewanee and WPRC Lincoln, both Illinois. Ann. Jan. 27.

Wheaton, Ill.—WWGE Bcstg. Co., 1520 kc, 1 kw. D. P.O. address, Wheaton, Ill. Estimated construction cost $42,500, first year operating cost $66,000, revenue $80,000. John P. Rohrs, sole applicant, is central division manager of United Artists Television Inc. Ann. Jan. 27.

Minden, La.—Champion Bcstrs. Inc., 1380 kc., 5 kw., D. P.O. address 225 West Union St., Minden, La. Estimated construction cost $15,204, first year operating cost $23,800, revenue $32,240. Principals include A. Thomas Colten, W.B. Sepaugh Jr., Samuel R. David, and Elizabeth A. Roberts, all 25% each. Mr. Colton is in newspaper business; Mr. Sepaugh Jr. is commercial manager of KCIJ Shreveport, La.; Mr. David is general manager there and Mrs. Roberts is program director. Ann. Jan. 27.

Pikesville, Md.—Western Bcstg. Corp., 1530 kc, 25 kw D. P.O. address 917 N. Lilac Drive, Minneapolis, Minn. Estimated construction cost $26,991, first year operating cost $120,000, revenue $132,000. Western Bcstg. Corp. is licensee of KEVE Golden Valley, Minn. Ann. Jan. 27.

Ypsilanti, Mich. — Community Service Bcstrs. Inc., 1520 kc, 5 kw D. P.O. address c/o E.H. Munn Jr., Box 220, Coldwater, Mich. Estimated construction cost $24,590, first year operating cost $72,000, revenue $90,000. Principals include E. Harold Munn Jr. and Marvin R. Steffins, 17.25% each and six other stockholders. Mr. Munn is minority owner of WTVR-AM-FM Coldwater, Mich. Mr. Steffins is majority owner of KGEI Belmont, Calif., short wave station. Ann. Jan. 27.

Grandview, Mo.—Hilmes-Knutson Enterprises, 1190 kc, 250 w. P.O. address 6230 Troost, Kansas City, Mo. Estimated construction cost $44,642, first year operating cost $31,000, revenue $42,000. Applicants are John P. Hilmes and Geoffrey B. Knutson, equal partners. Both are real estate partners. Ann. Jan. 25.

Troy, N.Y.—WRSA Inc., 900 kc, 1 kw D. P.O. address Box 248, Saratoga Springs, N.Y. Estimated construction cost $16,012, first year operating cost $54,000, revenue $78,000. Applicants are Jack Oranch and Martin Karig, equal partners. Mr. Karig has minority interest in WNDR Syracuse, N.Y. Mr. Oranch has 50% interest in WRSA Saratoga Springs, N.Y. Ann. Jan. 21.

Salem, Ore.—Salem Bcstrs., 1220 kc, 1 kw D. P.O. address c/o Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $32,350, first year operating cost $60,000, revenue $78,000. Principals include Reid W. Dennis 50%, and others. Mr. Dennis is applicant for new station in El Centro, Calif. Ann. Jan. 22.

Green Tree, Pa.—Western Bcstg. Corp., 1510 kc, 1 kw D. P.O. address 917 Lilac Drive, Minneapolis, Minn. Estimated construction cost $25,780, first year operating cost $120,000, revenue $132,000. Western Bcstg. Corp. is licensee of KEVE Golden Valley, Minn. Ann. Jan. 27.

Kutztown, Pa.—Saul M. Miller, 1510 kc, 25 kw D. P.O. address 520 Elm St., Reading, Pa. Estimated construction cost $19,105, first year operating cost $40,000, revenue $50,000. Applicant is employe of WPAZ Pottstown, Pa. Ann. Jan. 26.

Pittsburgh, Pa.—Carnegie Bcstg. Corp., 1510 kc, 50 kw DA-D. P.O. address c/o Arnold S. Biron, Berger Bldg., Pittsburgh, Pa. Estimated construction cost $190,015, first year operating cost $275,000, revenue $300,000. Principals include no applicants with over 10% interest. Ann. Jan. 27.

Reading, Pa.—Rossmoyne Corp., 1510 kc, 1 kw D. P.O. address Box 961, Harrisburg, Pa. Estimated construction cost $25,162, first year operating cost $96,000, revenue $108,000. Rossmoyne Corp. is licensee of WCMB Harrisburg, Pa.

Beaufort, S.C.—Ben P. Davies Jr., 1520 kc, 1 kw D. P.O. address 1810 Main St., Barnwell, S.C. Estimated construction cost $19,030, first year operating cost $36,000 revenue $48,000. Applicant is in printing and publishing business. Ann. Jan. 27.

Charleston, S.C.—Ben P. Davies Jr., 1490 kc, 25 kw. P.O. address 1810 Main St., Barnwell, S.C. Estimated construction cost $17,034, first year operating cost $56,000, revenue $62,000. Applicant is in publishing and printing business. Ann. Jan. 27.

Summerville, S.C.—Ben P. Davies Jr., 1510 kc, 5 kw D. P.O. address 1810 Main St., Barnwell, S.C. Estimated construction cost $18,560, first year operating cost $36,000, revenue $48,000. Applicant is publisher and printer. Ann. Jan. 27.

Garland, Tex.—Radio Garland, 540 kc, 25 kw D. P.O. address Box 8036, Fort Worth, Tex. Estimated construction cost $16,700 first year operating cost $60,000, revenue $72,000. Applicant is David R. Worley who is majority owner of KLEA Lovington, N.M., KBUY Amarillo and 50% owner of KSEL Lubbock, both Texas. Ann Jan. 27.

Port Lavaca, Tex.—Lewis O. Seibert, 1560 kc, 5 kw D. P.O. address Box 1878, San Angelo, Tex. Estimated construction cost $17,376, first year operating cost $37,500, revenue $42,000. Applicant is owner of KGKL San Angelo. Tex. Ann. Jan. 22.

Berryville, Va.—Jesse J. Goodman, 1480 kc, 1 kw D. P.O. address 160 Loudoun St., Winchester. Va. Estimated construction cost $19,475, first year operating cost $32,500, revenue $40,000. Applicant is in retail clothing business. Ann. Jan. 27.

Mead, Wash.—Crown Bcstg. Co., 1590 kc, 1 kw D. P.O. address 1010 Old Nat'l. Bank Bldg., Spokane, Wash. Estimated construction cost $11,200, first year operating cost $42,000, revenue $54,000. Principals include W. Kenneth Glidden, 50%, and others. Mr. Glidden is cattle rancher. Ann. Jan. 21.

Existing Am Stations

APPLICATIONS

KSWI Council Bluffs, Iowa—Cp. to increase power from 500 w. to 1 kw. (1560 kc). Ann. Jan. 22.

KDTH Dubuque, Iowa—Cp. to increase daytime power from 1 kw. to 5 kw. and install new trans. (1370 kc.). Ann. Jan. 27.

KPRK Livingston, Mont.—Cp. to increase daytime power from 250 w. to 1 kw. and install new trans. (1340 kc.). Ann. Jan. 22.

KNCY Nebraska City, Neb.—Cp. to change frequency from 1600 kc. to 1450 kc., change hours of operation from D. to unl., using power of 250 w., 1 kw.-LS, change from DA-D to non-DA, operate trans. by remote control from studio location and install new trans. Ann. Jan. 26.

WMBA Ambridge, Pa.—Cp. to change frequency from 1460 kc. to 1510 kc., increase power from 500 w. to 10 kw., install DA-D. and new trans., change station location to Ambridge-Aliquippa, Pa, and specify two main studios. Ann. Jan. 27.

WLBR Lebannon, Pa.—Cp. to increase daytime power from 1 kw. to 5 kw., changes in DA system (one additional tower), change from DA-N. to DA-2 and install new trans. (1270 kc.). Ann. Jan. 27.

WSPN Saratoga Springs, N. Y.—Cp. to change frequency from 900 kc., to 1280 kc., increase power from 250 w. to 1 kw. and make changes in trans. equipment. (Mutually contingent on WRSA relinquishing frequency 1280kc and grant of application for new station Troy, N.Y.) Ann. Jan. 21.

WAIR Winston-Salem, N. C.—Cp. to increase daytime power from 250 w. to 1 kw., install new trans. for daytime use (2 main trans.). (1340kc.). Ann. Jan. 25.

WICE Providence, R. I.—Cp. to make changes in daytime ant. pattern. (1290kc.). Ann. Jan. 26.

WATO Oak Ridge, Tenn.—Cp. to increase daytime power from 1 kw. to 5 kw. and install new trans. (1290kc.). Ann. Jan. 22.

WATO Oak Ridge, Tenn.—Cp. to increase daytime power from 1 kw. to 5 kw. and install new trans. (1290kc.). Ann. Jan. 22.

KASE Austin, Tex.—Cp. to increase power from 1 kw. to 5 kw., install new trans. and change studio location. (970kc.). Ann. Jan. 27.

New Fm Stations

APPLICATIONS

Highland Park, Ill.—North Suburban Radio, Inc. 103.1 mc. 1 kw. P.O. address 231 S. LaSalle St., Chicago, Ill. (c/o Eli E. Fink). Estimated construction cost $23,918, first year operating cost $20,000, revenue $22,500. Mr. Fink is president of North Suburban Radio, Inc. Ann. Jan. 27.

Fulton, N.Y.—Cassill Radio Corp. 104.7 mc, 78 kw. P.O. address Fulton, N.Y. Estimated construction cost $13,733, first year operating cost $53,500, revenue $60,000. Costs given reflect both am and fm. Cassill is licensee of WOSC Fulton. Fm applicant will duplicate am programming. Ann. Jan. 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through January 27

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,398	59	76	770
FM	644	36	170	100
TV	470	53	100	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through January 27

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through December 31, 1959

	AM	FM	TV
Licensed (all on air)	3,398	644	470[1]
CPs on air (new stations)	58	34	52[2]
CPs not on air (new stations)	71	160	100
Total authorized stations	3,527	838	673
Applications for new stations (not in hearing)	525	71	60
Applications for new stations (in hearing)	248	34	63
Total applications for new stations	733	105	123
Applications for major changes (not in hearing)	651	32	32
Applications for major changes (in hearing)	171	4	10
Total applications for major changes	721	36	42
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Ownership Changes

APPLICATIONS

KCCL Paris, Ark.—Seeks assignment of license from Logan County Bcstg. Co. to Gordon Hixson for $30,000. Applicant owns supermarket. Ann. Jan. 22.

WRIM Pahokee, Fla.—Seeks assignment of license from Garden of the Glades Co. to WRIM Co. for $45,000. Purchasers are Jack Mann, Robert R. Pauley, Richard S. Jackson, and Peter Taylor, all 25% each. Mr. Mann is network salesman for ABC; Mr. Pauley is eastern sales manager of ABC Radio network; Mr. Taylor is employe of CBS; Mr. Jackson has his own radio packaging company. Ann. Jan 26.

WROM Rome, Ga. — Seeks transfer of control of Coosa Valley Radio Co. from Dean Covington and Charles Doss, equal partners, to Messrs. Covington and Doss, 40% each, and Barbara Austin, 20%, for $15,000. Miss Austin is assistant manager of WROM. Ann. Jan. 22.

KOHO Honolulu, Hawaii—Seeks transfer of control of Windward Bcstg. Co. Ltd. through stock reorganization which allows Akiyoshi Hayashida and four others to purchase 8.5% each for total of $15,000. Ann. Jan. 21.

KANI Kailua, Oahu, Hawaii—Seeks transfer of control of Windward Bcstg. Co. Ltd. through stock reorganization which allows Akiyosha Hayashida, and four others to purchase 8.5% each for total of $15,000. Ann. Jan. 21.

WTVP (TV) Decatur, Ill.—Seeks transfer of control from Prairie Television Co. to Metropolitan Bcstg. Corp. for $494,400, plus assumption of debt yet to be adjusted. Metropolitan is licensee of WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland, Ohio, WTTG (TV) Washington, D.C., and owners of WIP-AM-FM Philadelphia, WTVH (TV) Peoria, Ill., and KOVR (TV) Stockton. Calif. Ann. Jan. 20.

WAOV Vincennes, Ind.—Seeks transfer of control from Central Newspapers Inc. to Howard N. Greenlee for $16,000. Mr. Greenlee is general manager of WAOV. Ann. Jan. 27.

WILD Boston, Mass.—Seeks transfer of control of Noble Bcstg. Corp. from Nelson B. Noble, sole owner, to William F. Johns Jr., 80%, and others, for $295,000 less $184,000 in liabilities. Mr. Johns has majority interest in WMIN St. Paul, Minn., and is 51% owner of KRIB Mason City, Iowa. Ann. Jan. 21.

WCAT Orange, Mass.—Seeks transfer of control of Tri-State Radio Inc. from William R. Sweeney, sole owner, to Ralph Mellon, sole purchaser, for $70,000. Mr. Mellon is employe of WPAZ Pottstown, Pa. Ann. Jan. 27.

WBBZ Ponca City, Okla.—Seeks transfer of control of Ponca City Publishing Co. from Gareth B. and Allan W. Muchmore, 25% each, and same two principals, 50% as co-executives of estate of Clyde E. Muchmore, deceased, to Gareth B. and Allan W. Muchmore, equal partners, for $216,000 paid to the estate of the deceased. Ann. Jan. 22.

KOMB Cottage Grove, Ore.—Seeks assignment of license from Orlo M. and Thelma Bagley, sole owners, to Peter J. Ryan and Milton A. Viken, equal partners, for $35,000. Mr. Viken is employe of KOMB. Mr. Ryan is co-owner of a youth center. Ann. Jan. 27.

WMFS Chattanooga, Tenn.—Seeks transfer of control of WMFS Inc. from B.F.J. Timm, sole owner, to Leon S. Walton, sole purchaser, for $180,000 in payment for stock. Mr. Walton is owner of KOPY Alice, and minority owner of KJET Beaumont, both Texas. Ann. Jan. 22.

KXYZ Houston, Tex.—Seeks assignment of license from Houston Bcstg. Corp. to KXYZ Inc. for $750,000. Purchaser is NAFI Corp., manufacturer of automotive interior trim. NAFI owns KPTV (TV) Portland, Ore., and KCOP (TV) Los Angeles. Among NAFI stockholders is Bing Crosby. Ann. Jan. 26.

WYOU Newport News, Va.—Seeks assignment of license from United Bcstg. Co. of Eastern Virginia Inc. to Twelve Seventy Inc. for $130,000. Purchasers are Max Reznick, 52.6%, and Morton Lifshutz, 47.4%. Mr. Resnick is 50% owner of WASL Annapolis, Md. Mr. Lifshutz is in investment business. Ann. Jan. 26.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) holding in default application of Bristol County Bcstg. Co. for new am station to operate on 990 kc, 500 w, D, in Warren, R.I., (2) granting application of Radio Rhode Island Inc., for new station to operate on 990 kc. 50 kw, DA, D, Providence, R.I., and (3) granting petitions of Golden Gate Corp. and Camden Bcstg. Co., Inc., for leave to dismiss without prejudice their applications for similar facilities in Providence. Ann. Jan. 26.

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Bloom Radio; Bloomsburg, Pa., for increase of power from 500 w to 1 kw, continuing unl. time operation on 550 kc, DA-2. Ann. Jan. 22.

OTHER ACTIONS

By memorandum opinion and order, Commission modified its action of Nov. 27, 1959 in granting renewal of license to Family Stations Inc., class B fm station, KEAR (FM) San Francisco, Calif. by making renewal subject to condition that KEAR accept any interference which may result from grant of application of William J. Greene for new class A fm station at Los Altos, Calif.; dismissed Dec. 23, 1959 petition and protest by Mr. Greene as moot. Comr. Bartley dissented. Ann. Jan. 22.

Commission granted, in part, motion by Clear Channel Bcstg. Service to extent of further extending time from Feb. 19 to April 1 to file comments to third notice of further proposed rulemaking in clear channel proceeding. CCBS had requested three-month extension. Ann. Jan. 20.

Upon reconsideration, Commission vacated and set aside its previous action of Jan. 20 on petition by William J. Greene, Los Altos, Calif., directed against Nov. 27 grant of renewal of license of Family Stations Inc.'s class B fm station KEAR (FM) San Francisco. Ann. Jan. 20.

Upon reconsideration, Commission vacated and set aside its previous action of Jan. 20 which granted application of Rollins Bcstg. Inc., to assign the license of station KATZ St. Louis, Mo., to Laclede Radio Inc. Ann. Jan. 20.

By notice of proposed rulemaking, Commission invites comments on following alternative plans looking toward providing additional vhf tv channel assignment to Grand Rapids-Kalamazoo, Mich., market which is now served by only two local vhf outlets:

(1) Plan initiated by Commission: To add ch. 13 to Grand Rapids' present chs. 8, *17 (educational) and 23, by deleting it from Cadillac and substituting ch. 7 there (in addition to ch. 45), substituting ch. 9 for ch. 7 in Traverse City (in addition to chs. 20 and educational *26), and substituting ch. 3 for ch. 9 in Alpena (in addition to educational ch. *11 and commercial ch. 30). This would result in changes in operation of WWTV (TV) from ch. 13 to ch. 7 in Cadillac, with resultant substandard spacing to WXYZ-TV on ch. 7 in Detroit, and WPBN-TV would shift from ch. 7 to ch. 9 in Traverse City.

(2) Proposal by Atlas Bcstg. Co.: To add ch. 13 to Grand Rapids by deleting it from Cadillac and substituting ch. 9 therefore; and deleting ch. 9 from Alpena, making ch. *11 (now educational) commercial, and adding ch. *13 for educational use in Alpena. This would require WWTV (TV) to shift from ch. 13 to ch. 9 in Cadillac, and trans. site of ch. 13 in Grand Rapids would have to be located 25 miles or more northwest of that city to meet minimum separations.

(3) Commission alternative plan: To add ch. 11 to Grand Rapids which would require no channel shifts of existing stations but would involve locating trans. there at less than 170 mile separation to co-channel stations WTTW (TV) at Chicago and WTOL-TV in Toledo, with WLUK-TV in Marinette to change offset operation from plus to minus.

In addition to above, comments are invited to proposal by superintendent of public instruction for State of Michigan seeking vhf noncommercial educational assignment at Cadillac by changing Alpena's present allocation of chs. 9, educational *11 and 30, to educational *6, 11 and 30, and adding educational ch. *9 to Cadillac's commercial chs. 13 and 45. This proposal conflicts with alternatives 1 and 2 above.

All these plans contemplate changes which require clearance with Canadian Government, and Commission would initiate appropriate steps in compliance thereof.

Comrs. Hyde, Bartley and Lee dissented. latter two with statement; Comr. Ford concurred in part. Ann. Jan. 27.

By notice of proposed rulemaking, Commission invites comments on method of adding third vhf channel to Providence, R.I., by assigning ch. 6 to that city's present chs. 10, 12, 16 and educational *36. This would require deleting ch. 6 from New Bedford. Mass. Since it appears impossible to locate trans. for ch. 6 in Providence at minimum co-channel spacing provided in present rules and still provide principal city signal to it, comments may be directed toward its utilization at a site less than 170 miles from co-channel stations under conditions set out in notice of proposed rulemaking regarding contemplated limited number of "interim" shorter-spaced tv assignments and changes in tv engineering standards. Comrs. Hyde and Bartley dissented; Comr. Ford concurred in part; Comr. Lee absent. Ann. Jan. 27.

By separate memorandum opinion and

order, Commission denied petition by channel 16 of Rhode Island Inc., for reconsideration of Oct. 31, 1956 report and order which rejected proposals then under consideration seeking third vhf channel in Providence; reaffirmed that report and order and terminated proceeding. Commission feels that plan in above-mentioned proposed rulemaking is preferable. Comr. Lee absent. Ann. Jan. 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments by adding vhf ch. 3 to Corpus Christi, Tex., in addition to its present chs. 6, 10, *16 (educational), 22 and 43. Comr. Lee absent. Ann. Jan. 27.

Commission granted, in part, requests by the Assn. of Federal Communications Consulting Engineers, Assn. of Maximum Service Telecasters Inc., and National Bcstg. Co., and extended time from Feb. 19 to April 19 to file comments and from March 7 to May 4 to file replies regarding proposed interim policy on vhf tv channel assignments and amendment of part 3 of rules concerning tv engineering standards. Comr. Lee absent. Ann. Jan. 27.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by WGN Inc., for extension of time to Jan. 19 to file reply brief to exceptions and briefs in proceeding on applications of Capitol Bcstg. Co. and W.A. Pomeroy for new am stations in East Lansing and Tawas City-East Tawas, Mich. Action Jan. 19.

Granted petition by Broadcast Bureau for extension of time to Feb. 9 to file responsive pleadings to petition by Blue Island Community Bcstg. Inc., Blue Island, Ill., to modify and enlarge issues in proceeding on its application, et al. Action Jan. 19.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Supreme Bcstg. Inc. of Puerto Rico for dismissal without prejudice of its application and retained in hearing status remaining application in consolidation—Island Teleradio Service Inc., both for new tv stations to operate on ch. 10 in Charlotte Amalie, St. Thomas, V.I. Action Jan. 25.

Scheduled oral arguments on petitions by Birmingham Television Corp. (WBMG [TV]), Birmingham, Ala., and Martin Theatres of Georgia, Inc. (WTVM [TV]), Columbus, Ga., for leave to intervene in proceeding order directing WTVY Inc. to show cause why its authorization for WTVY (TV) Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9; to commence at 9 a.m. on Birmingham's petition and 9:30 a.m., on Martin Theatres' petition, Jan. 22. Action Jan. 20.

Upon request by Broadcast Bureau, continued indefinitely oral arguments scheduled for Jan. 22 on petitions by Birmingham Television Corp. (WBMG [TV]), Birmingham, Ala., and Martin Theatres of Georgia, Inc. (WTVM [TV]), Columbus, Ga., for intervention in proceeding on order directing WTVY Inc. to show cause why its authorization for WTVY (TV) Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9. Action Jan. 21.

Granted petition by WHIR Inc. (WHIR), Danville, Ky., for leave to intervene in proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., with reference to applications of Scripps-Howard Radio Inc. (WCPO), Cincinnati, Ohio and Southeastern Bcstg. Inc. (WSFC), Somerset, Ky., subject to condition that petitioner will accept record in its entirety as thus far developed. Action Jan. 22.

Granted petition by Wilson Bcstg. Corp. for dismissal without prejudice of its application and retained in hearing status remaining applications in consolidation all for new tv stations to operate on ch. 6 in New Bedford, Mass. Action Jan. 22.

Granted petition by Fortune Bcstg. for dismissal without prejudice of its application for new am station in Salt Lake City, Utah. which was in consolidated proceeding with Pioneer Bcstg. Co., for new am station in Spanish Fork, Utah, et al.; (retained in hearing status remaining applications). Action Jan. 20.

By Hearing Examiner J. D. Bond

Granted request by Waco Radio Co., for further prehearing conference in proceeding on its application for new am station in Waco, Tex., et al., and scheduled further prehearing conference for Jan. 21. Action Jan. 18.

Upon agreements reached by parties at further hearing on Jan. 19. continued further hearing of Feb. 9 in proceeding on application of WOOD Bcstg Inc. (WOOD-TV), Grand Rapids, Mich. Action Jan. 19.

Scheduled dates for procedural steps which shall govern proceeding on applications of WACO Radio Co., for new am station in Waco, Tex., et al; commencement of hearing on engineering matters—March 8. on non-engineering matters—May 10; continued hearing from Feb. 23 to March 8. Action Jan. 21.

By Hearing Examiner Basil P. Cooper

Granted petition by Salina Radio Inc. for continuance of date for exchange of rebuttal exhibits from Jan. 20 to Jan. 27 and further evidentiary hearing scheduled for Feb. 10 to date to be announced after parties have had reasonable time in which to study rebuttal exhibits in proceeding on Salina's application and that of Kansas Bcstrs. Inc. for new am stations in Salina, Kan. Action Jan. 20.

Granted motion by Suburbanaire, Inc. for extension of time from Jan. 20 through Jan. 22 to file proposed findings of fact and conclusions in proceeding on its am application and that of Watertown Radio Inc. (WTTN). West Allis and Watertown, Wis. Action Jan. 20.

By Hearing Examiner Thomas H. Donahue

Granted motion by Radio Hanover Inc. for continuance of certain procedural dates in proceeding on its application for new fm station in York-Hanover, Pa., et al.; extended further prehearing conference from Feb. 15 to March 7, and hearing from Feb. 17 to March 15. Action Jan. 20.

Granted petition by Broadcast Bureau and extended time from Jan. 15 to Jan. 21 for filing proposed findings of fact and conclusions in proceeding on applications of Audiocasting of Texas Inc. and Horace K. Jackson Sr., for new am stations in Waco and Gatesville, both Texas. Action Jan. 18.

By Hearing Examiner Charles J. Frederick

Granted petition by Westchester Bcstg. Corp., applicant and respondent in group 6 of proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., for extension of time from Jan. 25 to Feb. 4 to exchange preliminary engineering exhibits and for further prehearing conference from Feb. 8 to Feb. 16. Action Jan. 25.

By Hearing Examiner Walther W. Guenther

Scheduled prehearing conference for Feb. 12 in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S.C. et al. Action Jan. 21.

Scheduled prehearing conference for 2 p.m., Feb. 10 in matter of assignment of call letters KPOI to KPOI Bcstg. Co., Inc. for its standard broadcast station in Honolulu, Hawaii. Action Jan. 21.

By Hearing Examiner Isadore A. Honig

Granted petition by Dixie Radio Inc., for leave to amend its application for new am station in Brunswick, Ga., to specify frequency 790 kc in lieu of 1550 kc, reduce power from 1 kw to 500 w, and utilize DA, and removed application from hearing status for return to processing line; application was in consolidated proceeding with Radio New Smyrna Inc., for new am station in New Smyrna Beach, Fla. Action Jan. 22.

On own motion, scheduled oral argument for 2:00 p.m., Jan. 27 on petition for reconsideration filed by Evelyn R. Chauvin Schoonfield (WXFM [FM]), Elmwood Park, Ill. in proceeding on her application for renewal of license which is in consolidated proceeding with fm applications of Blue Island Community Bcstg. Inc., Blue Island, Ill. Action Jan. 20.

Upon petition filed by Broadcast Bureau and with consent of all other parties, further extended dates for filing proposed findings and replies thereon, from Jan. 19 to Jan. 29 and from Feb. 1 to Feb. 15, respectively, in proceeding on am applications of The Tobacco Valley Bcstg. Co., Windsor, Conn., et al. Action Jan. 20.

Granted request by Catskills Bcstg. Co. and Ellenville Bcstg. Co., applicants for new am stations in Ellenville, N.Y., to be relieved from obligation to make prehearing exchanges of certain exhibits on Jan. 19 and Jan. 28, pending effectuation of their agreement to merge their respective interests. Action Jan. 19.

By Hearing Examiner Annie Neal Huntting

Upon agreement of parties at Jan. 19 prehearing conference, continued hearing from March 9 to March 29 in proceeding on am applications of Shelby County Bcstg. Co., Shelbyville, Ind., et al. Action Jan. 19.

Granted petition by United Electronics Laboratories Inc. to continue prehearing conference from Jan. 21 to Jan. 28 in proceeding on its application and that of Kentuckiana Inc., for new tv stations to operate on ch. 51 in Louisville, Ky. Action Jan. 19.

Granted request by Radio Atascadero to extent that prehearing conference scheduled for Jan. 22 is continued to Feb. 1, and denied insofar as it requests continuance to

Feb. 19, without prejudice to timely filing of formal petition for further continuance if continuance to Feb. 19 is deemed necessary in proceeding on its application and that of Cal-Coast Bcstrs. for new am stations in Atascadero and Santa Maria, both California. Action Jan. 21.

By Hearing Examiner H. Gifford Irion

Issued supplemental order governing hearing in proceeding on am applications of Charles J. Lamphier, Golden Valley, Minn., et al., and continued hearing date from Feb. 1 to March 23 for group B. Action Jan. 21.

Granted petition by Radio Rhode Island Inc., for leave to amend its application for new am station in Providence, R.I., to incorporate in application agreement whereby Golden Gate Corp. and Camden Bcstg. Inc., will dismiss their respective applications for new am stations in Providence, and thereby acquire certain rights to purchase stock in Radio Rhode Island. Action Jan. 21.

Scheduled prehearing conference for Feb. 5 and cancelled hearing scheduled for Feb. 8 in proceeding on am applications of Laramie Bcstrs., Laramie, Wyo., et al. Action Jan. 21.

Granted petition by Garden City Bcstg. Co. (WAUG), Augusta, Ga., for leave to amend its am application so as to reflect assignment from partnership to corporation owned by same parties in interest which has previously been approved by Commission in connection with assignment of license of station WAUG; application is in consolidated proceeding with application of Macon County Bcstg. Co. for new am station in Montezuma, Ga. Action Jan. 21.

Scheduled prehearing conference for 2 p.m., Feb. 2 in proceeding on applications of Sam H. Bennion and James C. Wallentine for new tv stations to operate on ch. 10 in Pocatello, Idaho. Action Jan. 21.

By Hearing Examiner David I. Kraushaar

Upon request by Broadcast Bureau and with consent of parties in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al., continued prehearing conference from Feb. 4 to Feb. 15. Action Jan. 22.

By Hearing Examiner Jay A. Kyle

Reopened record in proceeding on applications of Sheffield Bcstg. Co. and J.B. Falt Jr., for new am stations in Sheffield, Ala., granted joint motion by applicants to correct transcript, and closed record. Action Jan. 22.

By Hearing Examiner Forest L. McClenning

Granted request by Broadcast Bureau for continuance of hearing from Jan. 25 to Jan. 29 in proceeding on application of Los Banos Bcstg. Co., for new am station in Los Banos, Calif. Action Jan. 22.

By Hearing Examiner Herbert Sharfman

On request by WTVY Inc. and Broadcast Bureau, continued indefinitely hearing scheduled for Jan. 26 on order directing WTVY Inc. to show cause why its authorization for station WTVY (TV) Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9. Action Jan. 25.

On request by Broadcast Bureau, continued hearing from Jan. 22 to Jan. 26 on order directing WTVY Inc. to show cause why its authorization for station WTVY (TV) Dothan, Ala., should not be modified to specify operation on ch. 4 in leu of ch. 9. Action Jan. 22.

By Hearing Examiner Elizabeth C. Smith

Pursuant to agreement reached at prehearing conference held Jan. 19 scheduled certain procedural dates in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL) Florence, Ala., et al.; hearing scheduled for April 18. Action Jan. 19.

Pursuant to agreement reached at prehearing conference held Dec. 22 scheduled hearing for group 1 for March 15, group 2 for March 22 and group 3 for March 23 in proceeding on am applications of James E. Walley, Oroville, Calif., et al. Action Jan. 19.

Granted motion by Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., for an extension of time from Jan. 22 to Feb. 1 to exchange preliminary engineering exhibits in proceeding on its am application which is in consolidated proceeding on applications of James E. Walley, Oroville, Calif., et al. Action Jan. 25.

By Hearing Examiner Horace Stern

Scheduled further hearing for Jan. 26, at 11 a.m., in Philadelphia, Pa., in Springfield, Ill., deintermixture rulemaking remand proceeding. Action Jan. 25.

BROADCAST ACTIONS
By Broadcast Bureau
Actions of January 22

KCEE Tucson, Ariz.—Granted relinquishment of negative control by each David S. Drubeck and Barnet Sorkin through sale of stock to Cliff Gill.

WBBQ Augusta, Ga.—Granted transfer of control from Thurston H. and Gladys S. Bennett to George G. Weiss.

WBBQ-FM Augusta, Ga.—Granted transfer of control of Savannah Valley Bcstg. Co., parent corporation of licensee corporation, from Thurston H. and Gladys S. Bennett to George G. Weiss.

KAAB Hot Springs, Ark.—Granted extension of completion date to March 1.

Actions of January 21

KONO-AM-FM-TV San Antonio, Tex.—Granted transfer of control from Eugene J. Roth to Eugene J., Bob A. and Jack Roth and Mrs. Florence Pink as family group.

KCRV Caruthersville, Mo.—Granted assignment of license to J. Eric Taylor and Myrtle G. Cleveland d/b under same name.

WLAR Athens, Tenn.—Granted involuntary assignment of license from estate of Lowell F. Arterburn to Helen M. Arterburn.

KOHB Hot Springs, S.D.—Granted license for am station and reduce power to 500 w.

KAAB Hot Springs, Ark.—Granted mod. of cp to change type trans. and reduce power from 500 w to 250 w.

Actions of January 20

KSLA-TV Shreveport, La.—Granted assignment of licenses to Henry E. Linam, et al., d/b under same name.

KSDO San Diego, Calif.—Granted assignment of license to Gordon Bcstg. of San Diego Inc., a Delaware corp.

WPKM Tampa, Fla.—Granted license covering installation new ant.

KLEX Lexington, Mo.—Granted cp to change type trans.

KNOG Nogales, Ariz.—Granted cp to change trans. location, studio location and make changes in ground system.

WCNL Newport, N.H.—Granted mod. of cp to change type trans.

KSEL Lubbock, Tex.—Granted mod. of cp to change type trans.

WIMS Michigan City, Ind.—Granted mod. of cp to change type trans.

WPAT Paterson, N.J.—Granted request for cancellation of license for aux. trans.

KUTE (FM) Glendale, Calif.—Granted extension of completion date to March 1.

WICA-FM Ashtabula, Ohio—Granted extension of completion date to March 1.

WEZB Bessemer, Ala.—Granted authority to sign-off at 8 p.m., CST, for period ending April 20.

KRSC Othello, Wash.—Granted authority to operate sign-on at 6 a.m. and sign-off at 6 p.m., except for special events for period ending April 20.

KLUK Evanston, Wyo.—Granted authority to operate 7 p.m., sign-on to 9 p.m. sign-off local time except for special events for period ending March 31.

WDVL Vineland, N.J.—Granted authority to sign-on at 9 a.m. and sign-off at 5 p.m. for period ending June 30.

Actions of January 18

WTAR-AM-TV Norfolk, Va.—Granted transfer of control of The Ledger-Dispatch Corp., majority stockholder of Norfolk-Portsmouth Newspapers Inc. from P. S. Huber Jr. and Charles L. Kaufman, voting trustees to P. S. Huber Jr., Charles L. Kaufman and Frank Batten, voting trustees.

WDKD Kingstree, S.C.—Granted cp to make changes in trans. equipment and correct ant. height above mean sea level; condition.

WCRI Scottsboro, Ala.—Granted cp to change trans. and studio location; type trans. and make changes in ant. and ground system.

WBZ-TV Boston, Mass.—Granted cp to make changes in trans. and other equipment (main trans. & ant.).

KSWO-TV Lawton, Okla.—Granted mod. of cp to change type trans. and make minor equipment changes.

Granted extensions of completion dates as shown: KNIA Knoxville, Iowa, to June 14; KDOG La Habra, Calif. to April 29; WNBC (TV) New Britain, Conn., to Feb. 28.

Continued on page 103

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RADIO

Help Wanted—Management

Wanted—(manager)—5 kw daytimer in southeast, medium sized market. Fine Salary and commission. Box 737R, BROADCASTING.

Commercial manager: For top rated Pulse and Hooper 5 kilowatter in metropolitan Alabama market. Must have successful sales record. This is chain operation with definite opportunity toward management. Send complete resume to Box 966R, BROADCASTING.

Experienced manager: Desiring five figure salary, dependent upon ability, for midwest fulltime single station market. Send complete resume, past experience, references, pix, etc. Box 145S, BROADCASTING.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

South Florida metropolitan market needs experienced salesman. Apply only if you have successful radio selling record which can be verified. No beginners please, pros only. Box 720R, BROADCASTING.

Wanted. Two aggressive and experienced salesmen for medium market southeast. Box 738R, BROADCASTING.

Radio time salesman, experienced, versatile, capable of developing into sales or station management. Excellent town to live in. $100.00 weekly salary plus override. Prefer married man in 25 to 40 age bracket. Tell us all about yourself. Job now open. Box 924R, BROADCASTING.

Top rated station in Michigan second market, has immediate opening for aggressive, time salesman with successful background as a self organizer and self starter. Generous draw against 15% commission and fringe benefits. Our staff knows of this ad. Tell all in first letter which will be held in strictest confidence. Box 957R, BROADCASTING.

Wisconsin top rated station in competitive market needs sales manager who can produce. Will consider experienced men only. Box 996R, BROADCASTING.

Think you can sell tv? We will train an experienced radio salesman for a steady, secure, sales job in tv, if he can produce results. Incentive plan plus other benefits. New York state, NBC affiliate. Send resume to Box 118S, BROADCASTING.

If you have proven sales experience and desire management, we have number one property in a three station metro market of 125,000, $10,000 salary plus incentive arrangement. Multiple ownership. Send full details. Box 124S, BROADCASTIG.

Experienced time salesman. Start at once. Non-returnable monthly draw against commission. Send photo, resume. Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening for a high caliber, aggressive salesman. A new station and a growing company offering great opportunity to any man wanting a career in radio. The man we are looking for preferably has had selling experience in northeastern Ohio or western Pennsylvania. Guarantee and commission with big income potential. Every qualified applicant will receive thorough consideration. Call, write, or wire Ted Hepburn, Sales Manager, WHLO, 51 West State Street, Akron 8, Ohio.

Help Wanted—(Cont'd)

Sales

Experienced salesman-announcer for southeastern North Carolina station needed immediately. Send resume, photo and air tape to Jim Clark, WFMO, Fairmont, N.C.

Small market manager-salesman. Southeastern metropolitan group has opening, 2 experienced salesmen. Must have management potential, over 25, married. Good guarantee, rapid advancement. Send resume, late photograph, John McLendon, Suite 509 Lamar Building, Jackson, Mississippi.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Energetic and ambitious announcers needed for top-rated operation in west Texas. Box 159R, BROADCASTING.

First phone announcer for growing east coast first class chain. Excellent salary, benefits and advancement opportunities. Box 708R, BROADCASTING.

Wanted—Two good dj's for medium market southeast, formated 5 kw. Box 739R, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Growing, high potential California music-news operation needs livewire newswriter-announcers for its expanding news department. Excellent pay, outstanding future, interesting opportunity for men skilled in news gathering, writing and air work. Write age, education, experience, references to Box 843R, BROADCASTING.

Florida. Fast paced station needs lively swinging dj. Rush tape, resume. Box 872R, BROADCASTING.

Announcer-engineer, first phone, must be fair announcer, or better, and able to do maintenance on 250 watt fulltime station. Top salary. Good place to work and live. Send photo, audition tape and complete details, including salary you feel you're worth. Tape and photo will be returned. Box 923R, BROADCASTING.

Southwest, medium market, adult music station wants a mature program director who knows good music. Past employment record must be good. Write Box 989R, BROADCASTING.

If you're tired of snow and ice . . . come to sunny Arizona! Network affiliate, top station in market, looking for an experienced morning man who would like to work in and become part of strictly modern station, completely equipped, in wonderful location. Do not want top 40 or "color radio" types. Please send photo, 5 minute audition tape, and complete experience resume, references to Box 102S, BROADCASTING.

Two announcer-salesmen. Healthy guarantee plus percentage. Southern market of 10,000. Daytimer. Kilowatt. Experience and reference required. Box 133S, BROADCASTING.

Combo job in southern market. Half-week board, half-week maintenance. Daytime kilowatt. References and experience, please. Box 134S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer-engineer - dee-jay personality, with first class ticket, needed for major market indie. Salary open based on ability and background. Send tape, letter to Box 107S, BROADCASTING.

Announcer with first phone for Michigan remote operation. No maintenance . . . must be fully experienced in all-around radio work, including sales. Good salary, benefits and commission. Permanent only. Tape and resume to Box 114S, BROADCASTING.

2 announcers-salesmen wanted for top-rated daytime station in West Virginia. Send tape, resume. Box 119S, BROADCASTING.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Staff announcer. One year commercial radio experience, minimum. Salary $80 per week. Apply KNIM, Maryville, Missouri.

Combination man, strong on announcing. 5 kw CBS, western Nebraska. Ideal working conditions, new building. Bonus plan. Send audition tape and data to KOLT, Scottsbluff, Nebraska.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Announcer with first class ticket. Station WAMD, Aberdeen, Maryland.

Have opening for staff announcer in college town. All applications considered. Send tape, picture and resume. WATA, Boone, N.C.

Staff announcer for 5 kw independent. Must have commercial announcing experience. Good salary and profit sharing plan. WCOJ, Coatesville, Pennsylvania.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Program director-announcer-daytimer, quality voice and experience demanded. Fast programming. Write WDDT, Greenville, Miss.

Announcer wanted—Morning man—40 hour week. Paid hospitalization and life insurance—two weeks annual vacation—no top 40, please. Send tape, salary expectation. Radio Station WEED, Rocky Mount, North Carolina.

FM announcer wanted. If you have experience in fm and know classical, semi-classical music, have a mature voice for good operation. Send audition tape and covering letter at once to Vice President, WGH-FM, Box 98, Newport News, Virginia.

Immediate opening, experienced newscaster able to write, edit, and collect news. Send tape, recent photo, complete background to Bill Frosch, WISH, Indianapolis.

Georgia 5,000 watt independent in small town wants an announcer who can deliver commercials that sell. Prefer at least two years fulltime announcing experience in the south. Middle of the road music policy. No format. No razzle-dazzle. Give all details and salary expected in first letter. WLET, Toccoa, Georgia.

Negro dj, thoroughly experienced. Good production. Send tape, photo and resume. Excellent working conditions. Company benefits. Salary open. Manager, WOBS, Jacksonville, Florida.

Help Wanted—(Cont'd)

Announcers

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers. Many immediate job openings for good announcers throughout the S.E., Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers. Many opportunities. Experience required. Send tapes, resumes to Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R. BROADCASTING.

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

1,000 watt station in northeast has opening for chief engineer-recording engineer-combination announcer immediately. Send resume, references and tape to Box 976R, BROADCASTING.

Combo job in southern market. Half-week board, half-week maintenance. Daytime kilowatt. Reference and experience, please. Box 134S, BROADCASTING.

Wanted: First class engineer capable of routine maintenance on 250 watt full-time station. Must be above average announcer with strong news ability. Starting salary $110 per week. Contact KRTN, Raton, New Mexico, with complete resume.

Wanted: Transmitter operator with first class license. Insurance and vacation benefits. Contact G. E. Crocker, Chief Engineer, KSDN, Aberdeen, S. Dak.

First class engineer for maintenance and announcing, news gathering, traffic or writing. Small college town, excellent working conditions, free insurance. Contact Frank Corbett, WGAP, Maryville, Tennessee.

Combination first class engineer and announcer-dj on upstate NY daytime station. Responsible position. Start soon as possible. WPDM, Potsdam, N.Y.

Immediate opening: First class phone-combo announcer or first-class phone with managerial ability. Single station in beautiful, small West Virginia-Virginia market. Write, call or wire, Manager, WRON. Ronceverte, West Virginia. Midway 5-1327. Salary open.

New England, 5000 watt, immediate opening first phone engineer. Experience unnecessary. Good salary, excellent working conditions. Phone, WTSN, Dover, N.H. Sherwood 2-1270.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Chicago am station for 35 years commencing fm broadcasts. Program director needed for creative work which sponsors will prefer. Write WSBC, Chicago 12, Illinois.

RADIO

Situations Wanted—Management

14 years experience, 32, ready for manager's position small or medium market, gulf south. Box 983R, BROADCASTING.

General manager available. Must move to fairly warm climate due to health of son. Eighteen years experience radio, seven years tv. Strong on programming, production, personnel and sales management. Highly successful radio sales. No magician but solid, steady builder of station profits and prestige. Distinguished community service record. Desire salary-incentive plan or part ownership from profits. Write Box 993R, BROADCASTING.

General manager/sales manager. Radio and/or television. 18 years radio, 5 years radio and television. Past 13 years management and sales management. Complete background and excellent references upon request. Box 997R, BROADCAST.

Situations Wanted—(Cont'd)

Management

I can profitably program, promote, and sell your radio station. Use your staff . . . or supply my own thru years of professional contacts. Box 101S, BROADCASTING.

Raising sights. Now salesmanager ready to become general manager. Can sell, lead, train, program, supervise. Minimum $15.-500.03. College, 36, married, references. Box 105S, BROADCASTING.

I'll manage your station and make it pay. Box 108S, BROADCASTING.

Recently sold interest as owner and general manager in successful operation. Thorough experience all phases broadcasting and telecasting. Quadrupled income of station thru public relations, promotions, and sane programming connected to sales. Stock purchase in future if possible. Available now. Box 111S, BROADCASTING.

Manager . . . 8 years experience in all phases. Presently employed as manager. First ticket, stable announcer, strong on sales. Desire coastal Virginia, Carolinas or Florida. Box 130S, BROADCASTING.

Capable broadcaster can be available to your station if bona fide opportunity exists. Presently and for last ten years with exceptionally successful radio-tv operation in one of nation's top ten markets. Heavy in sales and promotion, well grounded in studio operations. Interview essential. Box 136S, BROADCASTING.

Radio-management-Idea selling and training a sales organization is my business. Every phase of station management should point to this end. Ample broadcasting experience, am, tv, and fm. Also F.W.ZIV experience. Mature, trustworthy, and sober. Box 143S, BROADCASTING.

Manager. Radio and/or tv. Capable. Sales, programming, production. Box 148S, BROADCASTING.

Sales

Permanent connection wanted as salesman or sales development director with reputable, stable operation metro market. Background-manager, sales manager, promotion, medium and top 30 markets. Multiple operation. Box 126S, BROADCASTING.

Experienced salesman, young, journ. grad., wants work midwest, Florida, Coloralo. Box 131S, BROADCASTING.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced sportscaster wants baseball, football, basketball situation. Available mid-March. 5 years in radio-tv, plenty play-by-play. Box 851R, BROADCASTING.

Southwest—Announcer 8 years experience including all sports. Family, employed. Box 918R, BROADCASTING.

Experienced young staff announcer who excels in dj work and sports play-by-play. Will liven up your station. Tape available. Box 954R, BROADCASTING.

Fast paced, bright show dj—employed. Number one station—top market. Box 982R, BROADCASTING.

Deep sound fm experience,, good voice for night shift. Also interested in sales. Anywhere. Box 984R, BROADCASTING.

Idea gal. Station's pal. Disk jockey personified. Listeners always satisfied. Box 985R, BROADCASTING.

Excellent play-by-play all sports. Top minor league baseball, college basketball, football, bowing, golf. TV-radio sports director experienced all types on-camera work. College grad, family man willing to move to good sports market needing play-by-play man. Thomas Dennin, 13 Hickory Rd., Binghamton, N.Y. RA 4-8277.

Announcer, dj, first class license. Four years experience both net and indie. Sober, reliable, married, vet. Presently employed but not moving. Seeking permanent position with a chance for advancement. Box 988R, BROADCASTING.

Air Force lieutenant, single, age 25. Aircraft controller in Albuquerque till March. Box 998R, BROADCASTING.

Two announcers-enthusiastic, sincere pitch. Tight production. South. Both tapes promptly. Box 109S, BROADCASTING.

Damned good "On The Air" salesman. Ready for management slot as announcer-program director. Strong production, speculation tapes. Resume, references, tape. Box 116S, BROADCASTING.

Sports announcer—Top rated radio-television sports and special events personality. Play-by-play 9 years. Desires sports minded station and area. Employed, married. Box 805R, BROADCASTING.

Morning man with "good morning" sound. Bright, happy adult show. Middle music policy. 5 years experience. Also sports play-by-play. Box 121S, BROADCASTING.

Top forty jock, pd, production, pace, strong news. Two major markets nine years. Married. Minimum $150. Box 122S, BROADCASTING.

HERE'S A FINE

SALES OPPORTUNITY . . .

created by a vacancy on our local sales staff. Hard-working, seasoned radio account executive with proven large market sales ability should earn $10,000 first year with a realistic potential well above that. Station is consistently one of the top-rated in America's 12th market with programming beamed in good taste to the masses. Has been a major factor in the area for 38 years. All inquiries handled in confidence. Contact—

Dudley Tichenor, Dir. of Sales

RADIO STATION WFBR

13 East 20th St., Baltimore 18, Md.

Mulberry 5-1300

Situations Wanted—(Cont'd)

Announcers

Announcer-newsman, top all-around staffer. Strong on news, "straight" commercials, writing. Major network and indie staff experience. Married, sober, personable. Likes hard work. Will consider anywhere. Top references, tape, resume. Box 127S, BROADCASTING.

Trained announcer, seeks experience. Vet, 27, single, college, ten years retail sales. Tape available. Box 129S, BROADCASTING.

Ambitious announcer, graduate broadcasting school, one year experience, write news, own car, need work. Box 135S, BROADCASTING.

If 30,000 negroes are in your area, you need me. Midwest or west only. Box 139S, BROADCASTING.

Seek mid-Tennessee. Married, young radio school graduate, employed, want permanency. Box 140S, BROADCASTING.

Announcer, dj, librarian, experienced, 21, veteran, single, available now, car, north or northeast, for tape and resume. Box 144S, BROADCASTING.

Announcer, capable of bright, young, cheerful sound. Excellent training, reference. Box 146S, BROADCASTING.

Professional announcer. For larger markets. News. Music. Commercials. Competent. Creative. Box 147S. BROADCASTING.

College graduate, with training in radio announcing, wants to do play-by-play sports, especially baseball. Will go anywhere in country for promising opportunity. Box 150S, BROADCASTING.

Tired of the limited concept of juke-box programming! Young air personality presently employed major market. Network quality. Production experience. Lively personality doesn't jar nerves. Authoratative news. Would also like to consider tv or radio-tv combination. No payola taint. Box 153S. BROADCASTING.

Beautiful girl-dj, experienced! Desires staff announcing New York City area. Tape available. Copy, traffic experience. Why not! Box 154S, BROADCASTING.

Sportscaster. 6 years. Top rated in football, basketball. baseball play-by-play. College graduate. married, employed. Experience in selling. Box 156S, BROADCASTING.

Los Angeles area, any shift. announcer, dj, family, 2 years experience. Box 916, Tucumcari, New Mexico.

Announcer, dj, sportscaster. young experienced. desire to settle down. not a primadonna. Prefer eastern seaboard, will consider other locales. Will follow your format. Robert Garner, 401 76th Street, Brooklyn 9. N.Y. SH 5-2109.

Negro dj matured voice. professionally trained. Looking for a place to start. Tape and resume available. Bob Lee. 6028 So. Drexel Ave., Chicago 37, Illinois.

Sold out news 7 days a week for one year. 9 years a jock. No sports. Call UN 2-7342, Houston. Marvin Odd.

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Negro announcer, age 23, vet, single. recent graduate of midwestern broadcasting school. Willing to work hard. Will travel. Eddie Strong. 826 South Wabash Avenue, Chicago 5. Illinois.

Live wire—desires small top 40. tight operation. 1½ years experience. 3 years college. Age 21. Employed. Barry Thompson. Amite. Louisiana.

Technical

First phone, good voice. Virginia accent. Ten years all phases. Announce to manage. Last three years missile electronics. Prefer small station anywhere, warm climate. water skiing. less tension. Thirty-three, single, college, veteran. Box 987R, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

1st phone, twelve years experience in electronics, experienced in directional operation, some tv experience. Forty six months experience in aircraft electronics. South only. Box 104S, BROADCASTING.

1st phone, light maintenance to learn engineering. Permanent position desired. Box 132S, BROADCASTING.

Engineer, married, 4 years experience. Presently employed, prefer permanent position Minnesota, Wisconsin. Box 137S, BROADCASTING.

Experience in all phases. College. First phone. Ben Louden, phone CH 5-7181, 105 South Main, Sylacauga, Alabama.

Production-Programming, Others

Enormous-station executive position in three years. Wet behind ears now; will be 25, mature then. Getting Mass Communications Ph.d. Developing new concept. Get me now!! Box 994R, BROADCASTING.

Newsman and disc jockey now employed in midwest city of 150,000 seeking employment in comparable market. Newsman—9 years experience, disc jockey—5 years experience. Will accept job together or individually. Industrious, hard-working, looking for better pay. Box 995R, BROADCASTING.

FM stations: Single young man desires production-programming-copy position with adult-minded station. Experienced all phases. Box 106S, BROADCASTING.

PD with nine years in radio, two major markets. Creative production. Format operation specialty but not necessarily top forty. Want challenge. Box 123S, BROADCASTING.

TELEVISION

Help Wanted—Sales

Steady, secure, sales job in New York state, NBC affiliate, for experienced man who can produce results. Incentive plan plus other benefits. Send resume to Box 117S, BROADCASTING.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

Technical

Tired of the old "rat race"? If so, we have the answer. TV engineers needed for electronic product design and packaging: experienced in sweep, video and pulse work. Progressive company in southern California. Box 882R, BROADCASTING.

Transmitter engineer. Mountain top station New England area. High power vhf. Radiotelephone first required. Box 893R, BROADCASTING.

California medium market needs good, practical experienced television engineers, both studio and transmitter. Must be excellent operator television control board, projectors, switcher, microwave, etc. Also need alert, experienced transmitter man. Both men should be good on maintenance, mechanical work. and electrician. Reply Box 919R, BROADCASTING.

South Florida vhf has opening for first class licensed engineer. Interesting position with opportunity to work at studio transmitter and mobile unit. Box 999R, BROADCASTING.

Expanding operation requires additional engineers with 1st phone and tv studio and/or transmitter experience. Send full details of past experience, training and references to Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Help Wanted—(Cont'd)

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

News director willing to work and actively direct completely equipped radio and television news department. Supervise second department of multiple ownership. Send photo and resume Box 125S, BROADCASTING.

News photographer-reporter. No airwork. Midwest. Experience necessary. Box 128S, BROADCASTING.

Newsman—Man to assist news director of full power vhf. Handle wire, correspondent copy, assign stories and photography, occasionally cover them. Prefer some tv, radio or newspaper experience. On-camera ability helpful in future. Write News Director, Fetzer Television, Cadillac, Michigan.

TELEVISION

Situations Wanted—Sales

Sales promotion-free-lance. Copy, concepts, campaigns . . . ads, mailers, catalogs, newsletters, presentations, name it . . . fast, fresh, finished, fruitful . . . firm estimates. . . . Free fact file: MU 3-1455. The Copy Shop, 270 Madison Ave., NYC 16.

Announcers

Sports reporter. Not a reader of wire copy. Thorough knowledge helps me bring out facts overlooked or understated in sports news. Entertaining. informative, hard-hitting. Box 945R, BROADCASTING.

Professional tv staff announcer-director, seeks challenge, permanency. 37, married, best references. Ten years radio-tv, last four as top newscaster, air personality large vhf. Have written, produced and starred in news, special events, variety, sports and children's shows. Have never met an unhappy sponsor. If you want results for advertisers, a tested, proven personality for viewers, write Box 113S, BROADCASTING.

Announcer. On-camera commercials, news. Educated, intelligent. Light tv, plenty radio. Seeks responsible tv or radio tv with live program policy. Box 141S, BROADCASTING.

Top flight dj-tv personality; 12 years experience; extensive top ten market, 50 kw background. Best references. Bob Sanders. 6105 N. Michigan, Kansas City, Missouri. GLadstone 3-1230.

Production-Programming, Others

Here is your tv operations manager. Fully experienced in directing, producing, writing, news, film. College. family, 30. $150.00 required. References. Box 981R, BROADCASTING.

Aggressive family man desires director's position in larger market. 3 years experience. $125 week minimum. Box 110S, BROADCASTING.

News and weather editor. Gather and edit all news copy. Thorough knowledge of weather as test and commercial pilot. Forceful and mature. Interested in sales combination if possible. Box 112S, BROADCASTING.

Television-radio promotion, publicity and public service director in one of top five markets would like to re-locate. (Soonest.) Would prefer far west or southwest but go anywhere for right position. Much experience representing management in community affairs. 12 years experience in newspaper editing. Responsible family man interested in your further progress and his future. Best of references. Box 142S, BROADCASTING.

Producer-director, film director. 10 years all phases television, 8 years commercial photography. Desires to relocate. Box 152S, BROADCASTING.

FOR SALE

Equipment

For sale: Complete 5 kw tv transmitter channels 2-6; 25 kw tv amplifier 2-6 also 7-13. Box 926R, BROADCASTING.

1 Schaeffer deluxe remote control unit in operation, $800.00. 2 Seeburg 200 record libraries, $300.00 each. 1 Western Electric single channel console No. 23-C . . . $200.00. 1. Ampex 400-A . . . $400.00 Box 103S, BROADCASTING

550 foot Blaw Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. $15,000. Box 138S, BROADCASTING.

1 Rack mounted Magnecorder PT6 transport with PT6R amplifier, $250.00. 1 portable Magnecorder in case PT6AH transport 3 speeds with PT6J amplifier. Good condition, $295.00. Communications Service, Inc., 3209 Canton Street, Dallas, Texas.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Volkswagen station wagon, model 221; bought new August 1959, only 2800 actual mileage. Price for quick sale. Only $1995.00. Stanley E. Frakes, Sulphur, Indiana.

General Electric 10 kilowatt frequency modulation broadcast transmitter complete. General Electric type BF3A. This includes 3 kilowatt exciter and 250 watt exciter. Contact Functional Broadcasting, 1227 Main Street, Buffalo, New York.

Miratel tv monitors demonstration units. New warranty 15-17" metal cabinets $215.00 each. 8-17" veneer cabinets $185.00 each. Complete line of new units available in 8" 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Microwave transmission line—Andrew 3⅛"—⅞"—1⅝"; semi flex and rigid types, ceramic and teflon insulated with hardware, accessories and tools. New-bargain prices. Write for listing. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Used Towers, 10-150' 9-200' 8-300'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Stations

250, 1000 or 5000 watts, New York-New England. Other locations definitely considered. Financially able and responsible. Ten years radio experience. All replies held confidential. No brokers please. Box 991R, BROADCASTING.

Equipment

Wanted: FM frequency-monitor, regardless of condition. Give make, model, price. Box 990R, BROADCASTING.

Wanted: KIFI, Idaho Falls, Idaho, has cp for Channel Eight, basic 5kw. Air mail if you have any good, used equipment for sale.

Wanted: A used frequency monitor for 1240 kc. Prefer recent General Radio or latest Gates. State condition and price. James B. Hartline, WJNC, Jacksonville, N.C.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Early relic transmitting tubes and parts for personal collection. W4AA, Wayne Nelson, Concord, N.C.

BUSINESS OPPORTUNITY

Operate profitable employment agency — home or office; part or full time. Write Personnel Associates, Box 592-BT, Huntsville, Ala.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Next class March 14th. Reservations required. This is the can-do school. Pathfinder, 510 16th St., Oakland, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Highly effective review material for FCC commercial phone exams. Free literature. Wallace Cook, Box 10634, Jackson 9, Mississippi.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Hundreds of one-liners, quips and quotes, prepared by dj's for dj's. Send $2 to Jay-Dee Productions, 633 Addison, Chicago, Illinois.

RADIO

Help Wanted—Management

EXECUTIVE WANTED

Successful, growing, well-staffed-well-financed station representative, seeks top Radio-TV executive for expansion program. Must be able to acquire new properties. Partnership offered.

Box 149R, BROADCASTING.

Help Wanted—Sales

BROADCAST SALES ENGINEER

Major manufacturer of Tv and radio broadcast equipment requires sales engineer to travel midwest territory. Salary plus bonus. Prefer sales as well as engineering background. Send resume to:

Box 115S, BROADCASTING

Help Wanted—(Cont'd)

Announcers

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching EXCLUSIVELY . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. 10 week course coached by New York Broadcasters. Get the MODERN SOUND. KNOW MODERN RADIO.

Let us analyze your present audition tape. For an appointment call MR. KEITH at SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street New York 23, N.Y.

Production-Programming, Others

WANTED

Promotion man with audience building ideas that he can execute for Washington, D.C. network radio station. Send complete details in writing to

Box 151S, BROADCASTING

RADIO

Situations Wanted—Management

20 years combined experience in management, promotion and production. Two men happily employed in adult station seek greater horizons. Young and eager for a future. Creative thinking is our greatest asset. No top 40's please.

Box 980R, BROADCASTING.

A MESSAGE OF IMPORTANCE TO RADIO STATION OWNERS

Top-flight manager in major market now available for new challenging situation. Proven record of successful performance with big and medium market stations. Unique knowledge of sales, programming, merchandising, sales promotion, including solid contacts in national sales. You can depend on me to make a station take-off; to make ratings rise dramatically; to keep them up through sound understanding of all phases of programming and promotion. Let's talk about your particular problem and how I may fit into your picture.

Box 965R, BROADCASTING

Due station sale, major market 5 kw manager who knows the *"man makes the difference"* wants to negotiate on that basis. Will leave radio. Strong, varied record.

Box 992R, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

TOP EASTERN DJ-PERSONALITY
seeks AM or TV position
in large market.
Jim Gallant
Woodbridge, Conn.
FUlton 9-1113

Due to remark, OPEN MIKE, 1/11 issue, anybody for a 31-year-old, happily married, non-imbibing, extremely healthy, topnotch, DJ-News personality with plenty of experience and guts? Prefer sunny clime but will consider others. Call Jolly John, KOTE, OR WRITE: 112 Jenks, St. Paul 17, Minn. It could behoove us both!

Production-Programming, Others

ATTENTION
WEST COAST STATIONS

Competent, fully trained personnel in all phases of radio and television operation now available as result of change in management policy. We want to help them relocate. For full information, write or wire collect,

Box 155S, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Veteran TV syndicated program sales executive since 1952. Available for right connection February 1, Interested either radio or tv; preferably west coast. Top references.
Box 100S, BROADCASTING

FOR SALE

Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower In Good Condition Will Support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write:
Box 978R, BROADCASTING.

MISCELLANEOUS

RADIO CONSULTANTS

Successful group ownership offers experience in

Management
Programming
Engineering
and all phases of money making operation of radio stations.

Financing available if desired or needed. Fee or percentage basis. All replies confidential.

Box 904R, BROADCASTING

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

STATIONS — FOR SALE

STATION FOR SALE
BY OWNER

In a top 40 market in south. 250 watts fulltime. Am going partnership and want to sell. Other stations in market doing 40 M monthly. I have other stations and not enough time to manage this property. $100,000 with 29% down—terms on balance. Wire, write, call Gene Newman, WEZB, Tutwiler Hotel, Birmingham, Alabama.

Tenn.	Single	1kw	75M	terms
Tenn.	Single	1kw-D	55M	terms
Va.	Single	250w	60M	terms
Ill.	Single	500w	95M	terms
Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	1kw-D	90M	terms
Fla.	Small	250w	50M	terms
Fla.	Small	250w	48M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Va.	Metro	250w	330M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	250w	175M	terms
Fla.	Large	5kw	185M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS APPRAISALS MANAGEMENT FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Louisiana Regional making money. $87,500 29%. Good terms=Midwest Regional in black. $175,000 29%=Rocky Mt. Regional $125,000 for 75%. $50,000 down=Southwest Regional $89,500 with real estate. 22½% dandy terms=Rocky Mt. fulltime single. $50,000 29% 7 yr. payout.=Southwest major fulltime regional. $350,000 with $100,000 down. Balance easy. PATT McDONALD CO., Box 9266, Austin, Texas. GL. 3-8080 or Jack Koste 60 E. 42nd, NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

CALIFORNIA. Large and dynamic market. Gross $65,000 to $70,000 year. $35,000 down.

ROCKY MOUNTAIN. Absentee owned. Priced at $50,000 with 29% down. Full time.

EXCLUSIVE SOUTHWEST. Daytimer. Full price $30,000. Down $7500. Good terms on balance.

SOUTHWEST FULL TIME. Partnership disagreement. Network. $75,000 with 29% down.

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 96

Grant herein is without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by Commission, and (3) pending anti-trust matters.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Feb. 27, Commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Feb. 26, in order to be considered.

Applications from the top of processing line:

BP-11796—WRCA New York, N.Y., National Bcstg. Co. Has: 660kc, 50kw, DA-1, unl. Req: 660kc, 50kw, unl.

BP-12555—New, Roseville, Calif., Service Bcstg. Co. Req: 1110kc, 500w, DA-1, unl.

BP-12557—New, Perry, Iowa, Perry Bcstg. Co. Req: 1310kc, 500w, DA-D.

BP-12558—KDES Palm Springs, Calif., George E. Cameron Jr. Has: 920kc, 1kw, D. Req: 920kc, 1kw, 5kw-LS, DA-N, unl.

BP-12559—WJLD Homewood, Ala., Johnston Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12561—KSYC Yreka, Calif., Siskiyou County Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1380kc, 1kw, D.

BP-12564—New, Chesterland, Ohio, Northern Ohio Bcst. Co, Req: 600kc, 500w, DA-D.

BP-12565—WEOK Poughkeepsie, N.Y., Mid-Hudson Bcstrs. Inc. Has: 1390kc, 1kw, D. Req: 1390kc, 5kw, DA-D.

BP-12567—New, Metter, Ga., Radio Metter, Req: 1360kc, 500w, D.

BP-12568—KGAY Salem, Ore., KGAY Inc. Has: 1430kc, 5kw, D. Req: 1550kc, 5kw, D.

BP-12569—KNEZ Lompoc, Calif., KNEZ Inc. Has: 960kc, 500w, D. Req: 960kc, 500w, 1kw-LS, DA-N, unl.

BP-12570—WDLB Marshfield, Wis., Clarkwood Bcstg. Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12575—New, Anchorage, Alaska, Sourdough Bcstrs. Req: 590kc, 5kw, unl.

BP-12580—New, Burlington, N.J., Burlington Bcstg. Co. Req: 1460kc, 5kw, DA-2, unl.

BP-12588—KGFF Shawnee, Okla., KGFF Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12589—WREV Reidsville, N.C., Reidsville Bcstg. Inc. Has: 1220kc, 250w, D. Req: 1220kc, 1kw, D.

BP-12590—WBLJ Dalton, Ga., Dalton Bcstg. Corp. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-12596—New, Palm Desert, Calif., Palm Desert Bcstg. Co. Req: 1270kc, 500w, D.

BP-12598—New, Fairbury, Neb., Great Plains Bcstg. Inc. Req: 1310kc, 500w, D.

BP-12600—WKCB Berlin, N.H., McKee Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 600kc, 500w, 5kw-LS, unl.

BP-12601—WRCO Richland Center, Wis., Richland Bcstg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12602—WLDY Ladysmith, Wis., Flambeau Bcstg. Co. Has: 1340kc, 250w, unl, Req: 1340kc, 250w, 1kw-LS, unl.

BP-12604—New, Glens Falls, N.Y., Plattsburgh Bcstg. Corp. Req: 1220kc, 1kw, D.

BP-12605—WBTH Williamson, W.Va., Williamson Bcstg. Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12607—KUKO Slaton, Tex., The Maples-McAlister Bcstg. Co. Has: 1370kc, 500w, D (Post, Tex.). Req: 1370kc, 500w, D (Slaton, Tex.).

BP-12609—WSBA York, Pa., Susquehanna Bcstg. Co. Has: 910kc, 1kw, DA-2, unl. Req: 910kc, 1kw, 5kw-LS, DA-2, unl.

BP-12615—WHCC Waynesville, N.C., Radio Station WHCC. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12617—WFON Marietta, Ga., Woofum Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-12618—WRPB Warner Robins, Ga., Warner Robins Bcstg. Inc. Has: 1350kc, 1kw, D. Req: 1350kc, 5kw, D.

BP-12619—KGRT Las Cruces, N.M., Taylor Enterprises Inc. Has: 570kc, 1kw, D. Req: 570kc, 5kw, D.

BP-12622—KXXL Bozeman, Mont., XX Bcstg, Corp, Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl,

BP-12625—KWNO Winona, Minn., Winona Radio Service, Has: 1230kc, 250w, unl, Req: 1230kc, 1kw, DA-D,

BP-12627—WBAW Barnwell, S.C., Radio WBAW Inc. Has: 740kc, 500w, D. Req: 740-kc, 1kw, D.

BP-12628—New, Jacksonville, Ill., Guy E. McGoughey Jr. Req: 1550kc, 1kw, D.

BP-12638—KZOL Farwell, Tex., KZOL Bcstg. Co. Has: 1570kc, 250w, D (Muleshoe, Tex,), Req: 1570kc, 250w, D (Farwell, Tex.).

BMP-8352—KOOD Honolulu, Hawaii, Ala Moana Bcstg. Inc. Has cp: 990kc, 1kw, unl, Req mp: 990kc, 5kw, unl,

BP-12642—WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co, Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12643—WHMP Northampton, Mass., Pioneer Valley Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl,

BP-12645—WNBZ Saranac Lake, N.Y., Upstate Bcstg. Corp. Has: 1240kc, 250w, unl, Req: 1240kc, 250w, 1kw-LS, unl.

BP-12646—New, Suffolk, Va., Nansiemond Bcstrs. Req: 1010kc, 5kw, D.

BP-12647—WTIP Charleston, W.Va., Chemical City Bcstg. Co, Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-12650—New, Valdese, N.C., Central Bcstg. Co. Req: 1490kc, 250w, unl.

BP-12657—New, Griffin, Ga., Mrs. Gladys McCommon Johnson. Req: 1410kc, 1kw, D.

BP-12658—New, Punta Gorda, Fla., Charlotte Radio Co. Req: 1580kc, 1 kw, DA-D.

309(b) letters issued

BP-12548—New, Boyertown, Pa., Boyertown Bcstg. Co. Req: 690kc, 250w, D.

BP-12554—WGAW Gardner, Mass., Gardner Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12624—WFTR Front Royal, Va., Sky-Park Bcstg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12626—WROD Daytona Beach, Fla., Daytona Beach Bcstg. Corp. Has: 1340kc, 250w, unl, Req: 1340kc, 250w, 1kw-LS, unl.

BP-12654—New, Fairhope, Ala., Price Bcstg. Corp. Req: 1220kc, 1kw, D.

BP-12660—New, Reading, Pa., Saul M. Miller. Req: 1550kc, 1kw, D.

Applications deleted from public notice of Sept. 24, 1959 (FCC 59-990) (24 F.R. 7841)

BP-12312—WTTH Port Huron, Mich., The Times-Herald Co. Has: 1380kc, 1kw, DA-1, unl. Req: 1380kc, 5kw, DA-2, unl.

(This application was placed in pending file because of NARBA violation.)

Deleted from public notice of April 9, 1959

BP-12121—WGMA Hollywood, Fla., Melody Music Inc. Has: 1320kc, 1kw, D. Req: 1320kc, 5kw, DA-2, unl.

(In pending file re inconsistency with U.S.-Mexican Agreement.)

BP-12197—New, Bibb City, Ga., Bibb City Bcstg. Co. Req: 850kc, 500w, DA-1, unl.

(In pending file re inconsistency with U.S.-Mexican Agreement.)

BP-12199—KGFX Pierre, S.D., Ida A. McNeil, administratrix. Has: 630kc, 200w, S.H. Req: 630kc, 250w, S.H.

(In pending file re inconsistency with NARBA.)

BP-12205—New, Houston, Tex., Southern Radio Co. Req: 1070kc, 10kw, DA-1, unl.

(In pending file re inconsistency with NARBA.)

BP-12211—KBLI Blackfoot, Idaho, KBLI Inc. Has: 690kc, 1kw, D. Req: 690kc, 10kw, D.

(In pending file re inconsistency with U.S.-Canadian bilateral agreement, daytime skywave.)

BP-12256—WCMW Canton, Ohio, Stark Bcstg. Corp. Has: 1060kc, 1kw, D. Req: 1060kc, 10kw, DA-D.

(In pending file re inconsistency with NARBA.)

Applications deleted from public notice of Nov. 13, 1959

BP-12468—New, Tampa, Fla. The Tamark Bcstg, Co. Req: 810kc, 1kw, DA-1, unl.

(In pending file re inconsistency with U.S.-Mexican Agreement.)

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of U.S. standard broadcast stations modifying appendix containing assignments of U.S. standard broadcast stations attached to recommendations of North American Regional Broadcasting Agreement meeting Jan. 30, 1941, as amended.

760 kc

WORA Mayaguez, P.R.—5, DA-1 unl, II. (PO: 1150kc, 1kw, ND, unl.).

790 kc

KVOS Bellingham, Wash.—1N/5D, DA-N, unl. III-B. (PO: 790kc, 1kw, DA-N, No change in nighttime operation.)

870 kc

WHCA San Juan, P.R.—5, DA-1, unl. II. (PO: 1400kc, 0.25kw, ND.)

1230 kc

KOTY Everett, Wash.—0.25N/1D, ND, unl. IV. (Now in operation with increased daytime power.)

1250 kc

KRXL Roseburg, Ore.—5, ND, D. III, (PO: 1240kc, 0.25kw, ND,)

1310 kc

KPOD Crescent City, Calif.—1, ND, D. III. (Now in operation with new station.)

1450 kc

WELY Ely, Minn.—0.25N/1D, ND, unl, IV, (PO: 1450kc, 0.25kw, ND.)

570 kc

XEVX Comalcalco, Tabasco, Mexico—1kwD/0.25kwN, ND, unl. III-D, IV-N. (PO: 1kw, ND, D.)

620 kc

XEOO Tepic, Nayarit, Mexico—1kwD/0.25kwN, ND, unl. IV. (Change in call letters from XEEF.)

680 kc

XEKQ Tapachula, Chiapas, Mexico—5kwD/0.5kwN, ND, unl. II. (PO: 670kc.)

710 kc

XEBL Culiacan, Sinaloa, Mexico—5kwD/1kwN, DA-N, unl. II. (Decreased in night power.)

920 kc

XEEY Ensenada, Baja, Calif.—0.5kw, ND-D. III, (PO: 0.25kw ND D.)

980 kc

XEIR Ocotlan, Jalisco, Mexico—1kw, ND-D. III. (Delete assignment.)

1250 kc

XEMG Arriaga, Chiapas, Mexico—0.5kw-D/0.25kwN, ND, unl. III-D, IV-N. (New.)

1260 kc

XEMF Monclova, Coahuila, Mexico—1kwD/0.25kwN, ND, unl. IV. (PO: 0.25kw, ND, unl.)

1270 kc

XEMH Merida, Yucatan, Mexico—1kwD/0.5kwN, ND, unl. III-B. (Change in call letters from XEME.)

1320 kc

XEOJ Ocotlan, Jalisco, Mexico—0.5kwD/0.2kwN, ND, unl. IV. (Correction of error in previous NARBA change list.)

1340 kc

XEJK Cd. Delicias, Chihuahua, Mexico—1kwD/0.25kwN, ND, unl. IV. (PO: 0.5kwD/0.25kwN.)

XEOE Tapachula, Chiapas, Mexico—0.25-kw, ND, unl. IV. (New.)

1400 kc

XELH Acaponeta, Nayarit, Mexico—0.25-kw, ND, unl. IV. (PO: 0.1kw, ND, unl.)

1420 kc

XEII Chihuahua, Chihuahua, Mexico—5kwD/0.15kwN, ND, unl. III-D, IV-N. (Assignment of call letters.)

XEUP Tizimin, Yucatan, Mexico—0.25kw, ND, unl. IV. (PO: Puerto Juarez, Quintana Roo.)

1430 kc

XELL Veracruz, Veracruz, Mexico—5kw-D/0.25kwN, ND, unl. III-D, IV-N. (Modification in daytime classification.)

1490 kc

XEME Merida, Yucatan, Mexico—0.5kw, ND, unl. IV. (Change in call letters from XEMH.)

1500 kc

XEUV Villahermosa, Tabasco, Mexico—0.25kw, ND, unl. II. (Change in call letters from XEUH.)

1600 kc

XEOU Matamoros de la Laguna, Coahuila, Mexico—1kwD/0.25kwN, ND, unl. IV. (New.)

XEMI Minatitlan, Veracruz, Mexico—0.25kw, ND, D. IV. (New.)

OUR RESPECTS TO . . .

Fairfax Mastick Cone

Among advertising's more devoted practitioners, Fairfax Cone is one of the most ideally suited by temperament and personal ethics to champion the good of the many and to assail the transgressions of the few.

As chairman of Foote, Cone & Belding's executive committee, Mr. Cone is regarded as an elder statesman among agency executives, a man sorely needed in advertising's current crisis.

One colleague has characterized him as a "catalyst" or "synthesizer" of media, with an ever introspective eye to the creative side of a dollar-and-cents business. Said a competitor: "He's a good samaritan in advertising, with really no ill will toward anyone. Fax is a kind of messiah who feels responsible for the sins of his advertising brethren and tries to lead them to the promised land." But this reaction is usually quite typical in any Fax Forum: "He said something that needed to be said—it hasn't been said too often before, at least not quite as well."

Worth Hearing • Whatever the descriptions, just about everybody, including lukewarm detractors, admit that what Mr. Cone might have to say in today's troublesome advertising-media climate is probably worth hearing. Some samples:

• There is room for the magazine or "spot carrier" concept in today's television, just as there's room for westerns and specials. But spot-carrier clients shouldn't be charged the same as regular sponsors because of relative ratings or circulation differences. In this Mr. Cone stands somewhat alone for an agency executive.

• All media ought to screen advertising copy before it gets in print or on the air—to assure "proofs of claims" by advertisers. Advertising's sins could be minimized through "censorship" by media. And broadcast media ought to be made primarily responsible for all commercials and programming.

• The Federal Trade Commission's stepped-up look-see at tv commercials smacks of a "witch hunt" and "headline hunting." He doubts that charges against tv advertisers will prove to have "any basis in fact" and he is skeptical of the FTC's questioning the use of mechanical techniques to reproduce product demonstrations or product performance.

• The press ought to be more meticulous in screening its own ad copy and should "separate the facts from the allegations" in its stories on allegedly deceptive commercials, payola and rigged quiz shows. (One of Mr. Cone's gems: "The television scandals were so ripe and so delectable, despite the pious headshaking that went with the devouring of them, that they simply had to be followed with a series of new, tasty concoctions.")

Strong Medicine • These are strong sentiments for a man who rides herd on an agency that bills about $90 million annually, with perhaps $40 million in tv. But not for an outspoken executive who is at once soft-spoken, introverted, creative, critical and rigid in his principles. Fax Cone peers out of horn-rimmed glasses from an impassive (and sometimes compassionate) face that seems to suggest he got into the wrong business to begin with.

Proud of his early American heritage (three of his ancestors signed the Declaration of Independence and the first American Cone came to Connecticut in the 17th Century), Fairfax Mastick Cone claims San Francisco as his birthplace. He was born Feb. 21, 1903. Fax Cone was home-taught until he entered the sixth grade of grammar school.

At 16 young Mr. Cone went from University High School in Oakland to sea and was graduated in absentia while in Liverpool. In line with his father's wishes he abandoned seafaring and enrolled at the U. of California in 1921. His major college distinctions: he got an "F" minus and, though he was in the class of 1925, he didn't get his diploma until 1947. (English came easy but attendance did not.)

FC&B's Cone
Advertising's defender

Start in Journalism • Out of the U. of California came Fax Cone's stock in trade: journalism (he drew cartoons, was editor of the pictorial magazine and was board member of the school's literary magazine). During the summer he worked as copyboy on the *San Francisco Examiner.* He moved up fulltime to want ads and promotion, then joined the L. H. Waldrom agency as an artist for $500 a month.

Mr. Cone started in the San Francisco office of Lord & Thomas as a copywriter on April 9, 1928, set a wedding date with his wife-to-be (the former Gertrude Kennedy) for June 29, 1929, and then proceeded to wage a painful and body-racking battle against a strange malady. In 1934 he was hospitalized, losing 30 pounds in four months. (The ultimate diagnosis was the opposite of diabetes—recurrent insulin shock. He later was steered to a cure in New York by Albert D. Lasker, head of Lord & Thomas.)

Handicaps and all, Mr. Cone was appointed manager of L & T in San Francisco in 1939, chairman of the plans board in New York in 1941 and manager of Chicago operations in 1942. The retirement of Mr. Lasker marked the genesis of Foote, Cone & Belding in January 1943—it started with $100,000 for immediate expenses and became one of the 10 largest agencies in the country. (Under Mr. Lasker, Mr. Cone was in constant contact with George Washington Hill, head of American Tobacco Co., and created the slogan—"With men who know tobacco best . . . it's Luckies, two to one.") Mr. Cone became chairman of FC&B's executive committee in 1943, president in 1951 and chairman again in 1957, concentrating on policy and creative advertising.

Headed AAAA • Mr. Cone is a former chairman of the American Assn. of Adv. Agencies and director of The Advertising Council. He's also active in civic groups, including the U. of Chicago, Chicago Assn. of Commerce and Industry and Chicago Community Fund drives. He and his wife have one daughter, Mary, and live on Chicago's near north side—at 1260 N. Astor St. He likes to read, rest and entertain. At work his main interest is in copy and devising new campaigns—but he believes that research, media planning and merchandising should be no less creative. His desk is the essence of orderliness. And about truth in advertising, he said with characteristic candor three years ago before the probes:

"During all the years I've been in the advertising profession I have never—not even once—been asked to write a dishonest ad or make a dishonest statement in an ad. I assume that most others haven't been asked either, because I can't believe that I am unique."

Politics over principle

THE stage was set at the FCC last week for broadcasting to demand emancipation from unconstitutional government controls.

But broadcasting wasn't equal to the setting.

The major elements of radio and television presented eloquent defenses of the broadcasting record and eloquent arguments for constitutional protection of radio and television as organs of free speech. In the next breath the same witnesses undid much of the good that had been done by making concessions that were transparently political.

It may have been coincidence, but the NAB, NBC and CBS gave presentations which, while differing in detail, were fundamentally alike.

Each statement contained persuasive descriptions of broadcasting's many virtues and candid recognition of its imperfections.

Each made a strong legal and philosophical case against government influence in programming.

Yet all agreed in their conclusions that the FCC could exercise some degree of program surveillance as a means of determining the character of station applicants. At that point all three jilted principle for political expediency. The political advisors could be imagined whispering in the background: "Don't forget the FCC is in trouble and has to write something that will make it look tough."

THE essence of the reasoning advanced last week by the NAB, NBC and CBS was this:

It is unconstitutional for the FCC to review programming.

But it is quite all right for the FCC to evaluate the character of an applicant on the basis of the programming that he proposes, if he seeks a new grant, or that he has been broadcasting, if he seeks a renewal.

This reasoning is not new. It has been repeatedly used by the FCC to make excursions into one form of program control or another. The wonder is that it has survived so long in a world where logic still has some function.

If the FCC sets out to judge a man's character by his programming, it must first make a judgment of the programming itself. Before it can say by this process that an applicant is good or bad it must first decide that the standard by which he is being measured—his programming—is good or bad.

How can the FCC evaluate programming, as the prerequisite to evaluating the character of the programmer, without straying into an area that is marked off-limits by the First Amendment? At this point the advocates of this process retreat behind a haze of doubletalk. It is all right, they say, if the FCC looks at a program service in totality as long as it steadfastly refuses to evaluate individual programs.

Here the FCC is asked to perform a neat trick. How can a program service be described or judged without reference to its parts?

Well, say some, let us look at it by percentages of program types: A percent commercial, B percent sustaining, C percent religion, D percent public service, E percent recorded music, etc.

Is A percent commercial better than B percent sustaining, or worse? Is C percent religion enough, too little, too much? What is the correct percentage of recorded music? Is it a balanced schedule? What *is* balance? The futility of reaching acceptable answers to these and countless other questions like them has been conclusively proved in 25 years of FCC administration. As two witnesses, NAB and NBC, testified last week, the statistical method is meaningless.

What better substitute can be suggested? Well, let's try a narrative report, said NAB and NBC. Let the applicant describe the service he has rendered or will render. From then on both NAB and NBC turned vague. What should an applicant tell the FCC in this report? How can he write a narrative description that will be more meaningful than a statistical report without describing, in intelligible detail, the programs that make up his service? The record of the testimony last week gives no guidance on that matter.

The fact is, of course, that judgment by statistical report and judgment by narrative are equally prohibited by the First Amendment. Either method puts the FCC into some degree of program control. To read the law submitted by the same witnesses who argued for FCC surveillance over programming is to be certain that the constitutional principle they first embraced and then ignored is very much at work.

THERE are limits to the protection that the First Amendment gives all media. It does not protect them from prosecution under laws against obscenity, incitement to riot, treasonable acts and utterances, lotteries and many other crimes,

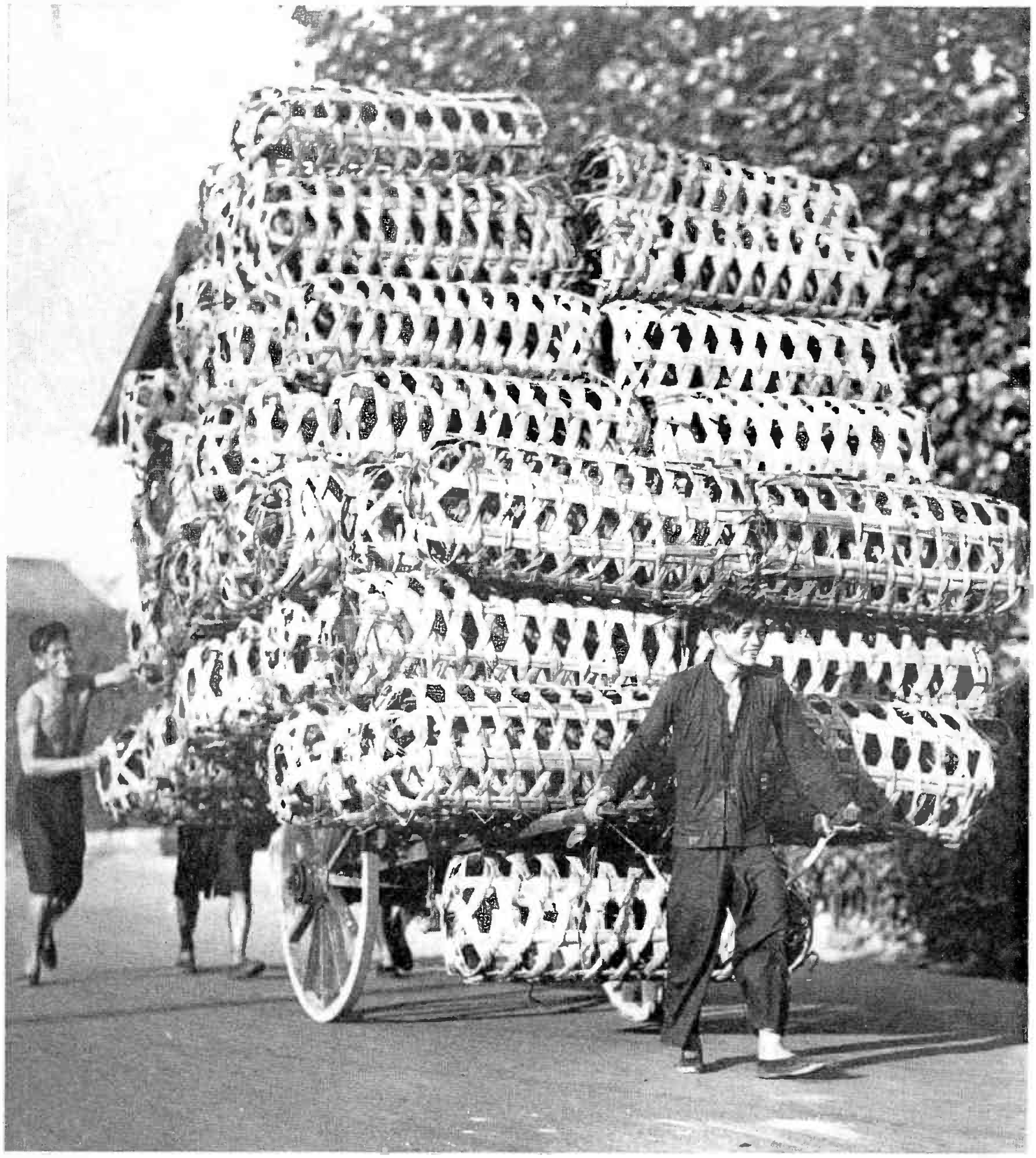
The violation of criminal law ought certainly to be a subject for FCC inquiry into the qualifications of a broadcast licensee.

But there is a vast difference between a government investigation of a criminal act and government investigation of a program service about which no question of criminality has been raised. The difference is as great as that between the killing of an armed bandit in a gunfight with the police and the confiscation of a newspaper which criticizes a crooked police commissioner.

These distinctions tend to disappear in a political tumult as violent as that which has been aroused by the payola and television quiz disclosures. Broadcasters must hope that the FCC can be wise enough to resist the demands for tighter government controls. The hope would be more realistic if the FCC had been given a less diluted dose of principle by its chief witnesses last week.

Drawn for BROADCASTING by Sid Hix

"I forgot to tell him you were coming in to give an income tax broadcast"!



WHEN KSTP-TV SAYS
"GO OUT AND BUY IT" . . .
PEOPLE GO OUT AND BUY IT!

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS · NBC
A GOLD SEAL STATION

Again it's
KIMN

SURVEY-PROVEN
FIRST
IN DENVER

1st

PULSE: FIRST IN DENVER'S 10 COUNTY AREA!

Including Cheyenne and Laramie, Wyoming, in and out of home audience—according to September, 1959, PULSE.

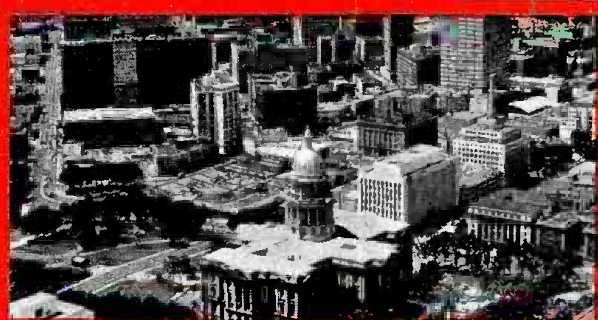
HOOPER: KIMN UNDISPUTEDLY NUMBER ONE!

According to October, November and December, 1959, HOOPERATING. Both ratings agree...

KIMN DELIVERS MORE AUDIENCE, MORE OFTEN, THAN ANY OTHER DENVER RADIO STATION!

DENVER IS ON THE MOVE...

and KIMN moves Denver! Let us tell you about this great, rich market. Call Al Fiala, National Sales Manager at BElmont 7-2734 or our TWX number (Lakewood 535), in Denver, Colorado.



REPRESENTED NATIONALLY BY

Avery-Knodel, Inc., who will enthusiastically tell you the KIMN story and what it will mean for your product. Contact your Avery-Knodel man.

KIMN

5,000 WATTS AT 950

KEY STATION • INTERMOUNTAIN NETWORK • Cecil Heftel, President